



NORWICH

Heart

Winter
2005/6

6

NORWICH
HEART
HERITAGE ECONOMY &
REGENERATION TRUST

HEARTNEWS

Heritage Open Days Shatters All Records

123 events and 100,000 visits made Heritage Open Days Norwich the record breaker of not only 2005 – but of all HODs events ever!

Massive feedback received from organisers and visitors tells us that not only was this event hugely popular, but that there is an immense appetite in the City for more of the same. That being the case, a close review of the events is underway and planning for 2006 has already begun...

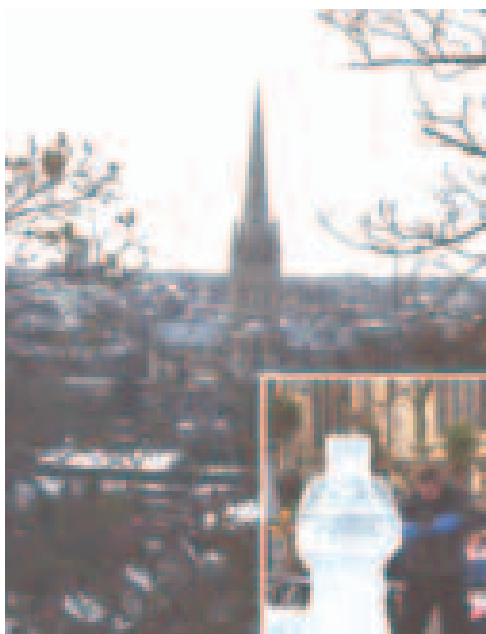
For more on
Heritage Open Days
see pages 6 & 7

Editorial

Last year at this time HEART was starting to look like a credible organisation. It was a company, it had recorded its first Board meeting, it had a lot of promising project ideas germinating, it had been showcased at a major European symposium involving 30 countries and it had been featured as a Best Practice Case Study in English Heritage's 'Heritage Counts'. This provided some encouragement that HEART might be well placed to move positively into 2005.

Looking back over the last year we can see that this optimism was well placed and the achievements of the year have exceeded our expectations.

*First snow of winter
and the City's Ice Sculpture Trail*



State of the HEART

HEART can number among its successes of the year:

- securing registered charity status
- running 2 major workshops to engage the support of nearly 100 heritage organisations
- securing £50,000 of EEDA funding
- producing a unique Heritage Benefits Study
- publishing HEART's Heritage Development Plan
- securing the national launch of Heritage Open Days in Norwich
- generating over £60,000 of private sponsorship
- managing, with partners, the most successful Heritage Open Days event ever in the UK
- agreeing a Service Level Agreement with the City Council and funding for 3 years
- receiving £500,000 from Barclays
- progressing to the final round of the Treasury's Invest to Save initiative with a £1M bid
- submitting a bid to EEDA for nearly £2M
- agreeing a £20,000 contract with NCFC to develop a Football & Sporting Heritage Centre bid
- promoting the work of the Trust to a wide range of high profile conferences in the UK and overseas.

The Trust can certainly look forward to 2006 with enormous optimism about what we might be able to do to help secure a brighter future for the City's heritage, engage more people in enjoying their City, raising the profile of our unique heritage product globally and promoting the work of the HEART to an increasingly interested international heritage audience.

Michael Loveday

Engagement & Partnership

Dragon Hall opening on target

The restoration and development of Dragon Hall is on course for completion in March 2006. The medieval Great Hall is being renovated and restored to its former glory, while a new wing and a contemporary glass extension will enhance the original elements of the building and bring the facilities on offer into the 21st century. Fascinating new displays will tell the story of Robert Toppes, the merchant who built Dragon Hall, and the central role this unique building played in the history of the City and the County.

This is an exciting and important moment in the history of this unique building. Although The Norfolk & Norwich Heritage Trust have managed to keep the building open to the public for many years, it is still

something of a hidden treasure. The completion of this development project means that Dragon Hall is set to become one of the key heritage attractions in Norwich and a great asset to the City.

A series of preview events and opening activities will take place before Dragon Hall opens to the public on 5th April 2006.



Good News for Strangers' Hall

This winter NMAS embarks on a project worth almost £200,000 to improve infrastructure and displays at Strangers' Hall. It will be closed for a short time (Jan–March 2006) to enable re-wiring, new lighting and new heating to be installed; the new lighting in particular should have a substantial impact on the visitor experience. During 2006–7 work will be carried out on the display aspect of the project, Mayors and Magnates: bringing 17C Strangers' Hall alive which brings together funding from the DCMS/Wolfson Museums & Galleries Improvement Fund, the Town Close Estates Charity, the Friends of the Norwich



Museums and the Paul Bassham Trust. The 'Mayors and Magnates' project builds on the work already done in Lady Paine's Room, which is proving very popular with visitors. People have been especially fascinated by the replica Norwich textiles in that room and the feeling that the room looks 'lived-in',

enhanced by thoroughly researched replica objects and better interpretation. This project will enable a similar job to be done in the Great Hall, Small Oak Bedroom and Parlour, as well as giving us the chance to re-open the Oak Room, one of Strangers' Hall's finest interiors, for the first time since 1995. Initial ideas for interpretation include interpreting the Oak Room as the business room of Sir Joseph Paine, who bought Strangers' in 1659. As well as curtains, papers and writing materials will be introduced which give an impression of Sir Joseph at work. Volunteers, visitors and other stakeholders will all have a chance to participate in the planning process as the project grows.

Norwich Cathedral – Community Learning Officer from April 2006

Norwich Cathedral is undertaking a major development of its learning programme and resources that will revolutionise its ability to support and deliver learning opportunities to the wider regional community. As an integral element of this, it is seeking a creative educator to develop the Cathedral's thriving learning programme, working with children, schools and families. This post will operate alongside the Cathedral's existing schools programme and build upon the foundations of our pioneering outreach project. Children are often a catalyst for family participation in heritage and cultural activity. The Community Learning Officer will foster this connection, developing a range of new cross-generational learning opportunities, including work with children in the early years and pre and post visit support for schools.

Norwich Cathedral is working in partnership with the community to break down real and perceived barriers to access and participation. The Community Learning Officer will nurture new and existing relationships, promoting the Cathedral as an open learning environment and as a valuable resource for all. The project will aim to engage with groups and individuals from a range of cultural and faith backgrounds.

The Community Learning Officer will play a crucial part in encouraging and enabling learners of all ages to take ownership of their heritage. Key responsibilities will include:

- Developing relationships with schools through pre and post visit workshops, promoting wider involvement
- Initiating and developing an informal programme of community learning, activities and events
- Building and maintaining links with a wide range of partner organisations and community groups.

This project will be launched in April 2006.

For more information, please contact Saul Penfold, Head of Education at Norwich Cathedral on 01603 218320 or education@cathedral.org.uk

Remembering Black Anna



Antoinette Hannent 'Black Anna', landlady of The Jolly Butchers, Ber Street from 1935 until her death in 1976, and famed for her jazz and blues singing, was born on 7th August 1905. To mark the centenary of her birth, a commemorative plaque was fixed on her former premises, a Grade 2 listed building, and now headquarters of local charity, Norfolk and Norwich Families' House. The Lord Mayor of Norwich, Councillor Michael Banham, inaugurated the plaque on Monday 12th December, with a little help from 'Black Anna' who was heard singing at her pub again.



The Lord Mayor said "Thanks to the initiative of Norfolk and Norwich Families' House, ably assisted by former Jolly Butchers regular, Tony Skipper, the centenary of Black Anna's birth has been marked with this plaque. It is a very appropriate permanent reminder of her 40-year contribution to the culture and life of our fine City." A special 'Black Anna' centenary exhibition, 'Portraits from The Jolly Butchers', is being staged at The Alexandra Tavern, Stafford Street, from Sunday 11th December to 15th January 2006. The exhibition features

photographs taken in The Jolly Butchers by Tony Skipper, Anna's unofficial photographer in the late 1960s and early 1970s. It includes photographs of Anna, her sister-in-law Ada, some of her regulars, and the residents of Anna's hostel for destitute men, which was at the back of the pub.



Tiny Little, The Alexandra's publican has the original Jolly Butchers pub sign, which will be part of the display and will be selling a special 'Black Anna brew', direct from his Chalk Hill Brewery. He arranged a series of musical events to coincide with the exhibition, launched by Albert Cooper's Blues and Boogie Band on the evening of Sunday, 11th December. Albert Cooper first performed at The Jolly Butchers in the 1950s. Local band The O'Fenders played at The Alexandra on Sunday, 8th January at lunchtime – music from the 60s and 70s and a Blues Brothers tribute.

'Portraits from The Jolly Butchers' will raise money for Norfolk and Norwich Families' House, www.familieshouse.org.uk, and The Davenport Trust, see www.tinysatlanticrow.com.

Contact
The Alexandra Tavern
tel. 01603 627772 or
Paul Dickson,
tel. 01508 481831,
mob 0780 1103737.

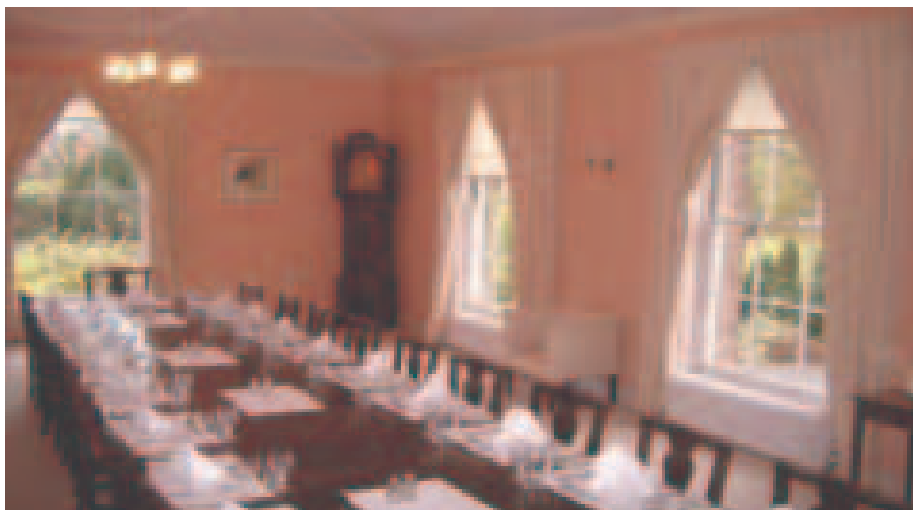
Promoting Heritage through business

Over the past few years the UK has witnessed a growing demand from conference organisers for unique and unusual venues which, together with first class service, can leave delegates or guests with a lasting impression. VisitNorwich, the new destination management organisation for the Norwich area, is keen to capitalise on this trend and, together with partners across the county, has set up the Norwich and Norfolk Conference Bureau.

The Norwich and Norfolk Conference Bureau was officially launched at Blickling Hall on 23rd November and Virginia Edwards, Conference Bureau Manager, says that Norfolk has a wealth of historical venues which can offer businesses something a little bit different when hosting a conference.

"One of the main drivers for attracting conferences to Norfolk will be what we can offer that's different to other counties," said Virginia. "One of the main differences we have is our wide variety of historical attractions that have superb conference facilities, including stately homes, medieval merchant houses, racecourses and even an authentic Norfolk Wherry."

Great Hospital



"The Great Hospital at Bishopgate is one venue that has already received strong interest. With rooms suitable for meetings for 20 to 120 people, it's an ideal place for businesses that want to host training sessions, conferences, and smaller business meetings in a unique environment," Virginia went on to say;

"Another venue that attracts considerable interest is the Assembly House. This historic Georgian building has nine rooms available for hire for parties, celebrations, meetings, conferences, concerts, examinations and a variety of other functions.

"And for those businesses that have been seeking a venue with a quiet and peaceful setting, St Andrew's and Blackfriars' Halls are ideal. Apart from their heritage and architectural qualities, the Halls provide a unique setting for conferences, weddings, concerts and meetings."

Other heritage and fascinating venues include The National Trust's beautiful early 17th century Blickling Hall, the galleried meeting rooms at Age Concern's Redwell Street offices, Victorian barns at Hunters Hall and Swaffham's 21st century hi-tech EcoTech Centre.



Great Hospital Cloisters

Local and national businesses that are interested in finding out more about holding a conference in Norfolk should contact the Norwich and Norfolk Conference Bureau on 01603 727941.

The Conference team offers excellent knowledge and impartial advice from venue finding to team building events. There is no charge for this facility. Established in July the bureau has already signed up 50 members, with many more in the pipeline, showcasing the superb diversity of the county's conference product.

The Norwich and Norfolk Conference is a public/private sector partnership formed by VisitNorwich and Norfolk Tourism, on behalf of the county's local authorities and businesses.

To join the Norwich & Norfolk Conference Bureau, and for further information on services and membership fees, please contact:

Norwich & Norfolk Conference Bureau
2 Millennium Plain
Bethel Street
Norwich
Norfolk
NR2 1TF
Tel: 01603 727941
Fax: 01603 727955
Email:
conference@visitnorwich.co.uk
or visit their website at:
www.conferencenorfolk.co.uk

Project Delivery

Heritage Open Days 2005: Project Delivery Report

After the most successful Heritage Open Days ever seen, the HODs Manager is currently engaged in a thorough review of the project, so that the best practice from our success can be taken forward not only in Norwich, but elsewhere – and offered to others as a model.

The Project Delivery Report, which will be available from HEART in the New Year, will outline the aims of the project, the framework with which it took place, and the provision offered. The Executive Summary is reproduced below:

Executive Summary

Heritage Open Days, organised jointly by The Civic Trust and English Heritage, is the largest free cultural event in the UK. It is the England and Wales contribution to European Heritage Days. It is an annual four-day event, providing free, mainly volunteer run, access to historic properties and sites, with an emphasis on those not usually open to the public.

Norwich has participated in Heritage Open days since it's pilot year in 1994. Over these 11 years the events have been co-ordinated by The Norwich Society, and have averaged a programme of about 12 events. In some years a leaflet has been produced to publicise the programme, and coach tours have been arranged.

In 2005 Norwich HEART secured for the City the national launch of Heritage Open Days 2005. The trust also gained related private sector sponsorship to employ a Heritage Open Days Manager – Sophie Cabot – who was tasked with putting together

a high profile programme of events to reflect the launch status.

Objectives for the project were improvements in:

- Awareness Raising
- Engagement Raising
- Widening Participation
- Learning Opportunities
- Economic Benefits
- Access Improvements:
 - Physical
 - Intellectual
 - Economic
 - Innovation
 - Partnerships

Working in partnership with a steering group, the Heritage Open Days Manager co-ordinated a programme of 121 events at 86 venues for the 8th–11th September 2005.

Extensive publicity material was produced, through further sponsorship packages and partnerships. This included a glossy brochure, banner, venue identification

signs, children's materials, DVD and widespread media coverage.

Extensive pre- and post- event research was collected to determine the success of the project, and measure various outcomes. Measures included visitor numbers, visitor and organizer feedback, face-to-face interviews, postal returns and visitor books. The material produced is collated here.

Overall, it is believed that Heritage Open Days Norwich 2005 was an outstanding success. About 100,000 individual 'person-visits' took place, and the public response was extremely encouraging. There was a strong demand for both the repetition, and future enhancement, of the project.

This report concludes that the project represent excellent value for money, and funding should be sought for future years. It also suggests heritage events, new projects, and spin-off's which stem from the project.



Queues at Stranger's Hall

The report will go into depth on how we achieved the following:

- Attracted 60k in sponsorship
- Raised number of events from 12 to 122
- Broke the national record for a city outside London
- Recruited 96 totally new events for Norwich, some in highly unusual venues including pubs, former mental institutions, shop basements and private living rooms.
- Raised volunteer participation from about 50 to at least 625
- Raised visitor numbers to about 100,000 – featuring new audiences like football fans, blind people, older people, and children.
- Created a groundswell of enthusiasm for next year
- Raised Awareness with wide press coverage, 140k copies of a glossy, full colour souvenir pull-out, web presence, a DVD, banners, window displays.
- Raised Engagement through the HODs Steering Group, public consultation, new organisers (inc. whole new communities), student placement workers
- Widened Participation with volunteer numbers c.625 (c575 new) and visitor numbers c100,000
- Offered Learning Opportunities
- Produced Economic Benefits
- Improved Access
- Innovated 96 New events, 76 new organizing bodies
- Created Partnerships with national bodies and local bodies.

It is hoped that this will be a useful document for anybody undertaking a similar project, and will showcase the Norwich heritage 'offer' in its full richness at the same time. The report will also add to the range of professional publications available from HEART.

It Takes People to Open Heritage

Heritage Open Days didn't happen in a vacuum – and HEART certainly didn't do it all! Each event had at least one volunteer and in fact scores had dozens, and dozens had scores.

Overall at least 625 people gave their time to HODs events this year and there isn't room here to say more than a collective THANK YOU to them all. There were however some people who went beyond the call of duty and contributed to more than one part of the programme. The project administration was supported by a team, a mixture of paid and unpaid staff who brought in specialisms and offered skills. (Although it couldn't be said that every paid person worked only their allotted hours!)

The following people deserve special recognition for what they did:

Sheila Kefford

Sheila, a familiar face in the City's heritage scene, was perhaps the crucial bridge builder for this project. Having planned HODs 2003 herself, and knowing literally everybody, she guided me through a lot of basics and introduced us to all the right people in all the right places. Any subsequent foot-in-mouth incidents were entirely my own responsibility!

Joa Manninen

Joa is a qualified, talented, experienced and flexible worker. She is Finnish, and she came to us looking for work experience after qualifying in Museology at UEA. Joa initially undertook to help produce the HODs film, but ended up doing much, more. She worked like a trooper; scriptwriting, acting, taking photographs, running errands and using her professional skills to enhance the whole programme. Her most outstanding contribution however must have been in delivering material to events – when she was seen all over the city with her little blue trolley getting HODs brochures to the public. Joa is currently looking for a job in the Fine Art sector.

Jayna Makwana

A student journalist on a placement with HEART, Jayna made an invaluable contribution to HODs by allowing us to republish a set of articles she had written as the editorial content of the HODs brochure. She undertook extra research, went out doing photography, and continued work after the end of her course to help us get everything into place by the deadline. Jayna is now working in London.

Liz Bishop

Also working with HEART for the experience, Liz is a graphic artist trained at Norwich School of Art and Design. She worked with archive images and used her skills to give the Retail Heritage display a very professional finish.

Anna Reckin and Yvonne Blomer

Two poets, recruited through Norwich Café Writers (www.cafewriters.fsnet.co.uk) Yvonne, who was a student at UEA, graciously allowed us to reproduce her poem 'Cow Tower' free of charge. She has since returned to her native Canada. Anna, a local artist, wrote new original material inspired by the Beguinage site at The Britons Arms. Three of her poems were displayed in St Peter Hungate Church where they provided an exciting alternative way of looking at the area.

The Staff of Norwich TIC, especially **Michelle Hurren** and **Jane Ward**, and Norwich's Blue Badge Guides

The TIC were the public face for HODs information, and ran the booking facility for those events which had limited capacity. They managed the whole thing with smoothness and professionalism in the face of late alterations, limited information, and (occasional) crotchety punters. I think I landed then with something a bit bigger than they could ever have predicted – and I can only thank them for never once asking me what I thought I was playing at! The TIC were also responsible for co-ordinating the contribution of the Blue Badge Guides, several of whom gave tours at more than one event. Special thanks should go to all of them.

HEART needs volunteers, and we try to do what we can to support them in their future careers. If you are interested in contacting any of the HODs volunteers, especially with a view to seeing their CV's, please contact Sophie Cabot at HEART. If you might like to do voluntary work with HEART yourself, please contact us at the general address.

Green Plaques

The City Council has asked HEART to take over the management of the approvals process for commemorative plaques in the City. In the context of the City Council's Signage Strategy, which HEART was a partner in developing, it is intended, ultimately, to renew the now rather elderly green plaques which were put up in the 1970s and adopt a single consistent approach across the City. However, this will take time and resources so in the meantime, HEART is establishing an approvals system which will ensure that any additions conform to a consistent set of criteria. An Interpretive Signs Review Panel will be established with representation from appropriate partner organisations and will meet twice annually to review applications. Until resources are in place to develop a new plaques format, applicants for additional plaques should conform to the old 'green plaque' model. Applications should be made to HEART in writing providing evidence of:

- conformity with the standard design format
- funding in place for design, construction and if necessary repair/replacement
- authority from the property owner upon whose site the plaque will be erected
- the subject of the plaque is a heritage issue (person, building, event etc) of significant local or regional, national or international importance
- an academic consensus about the validity of the claim on the plaque – Queen Elizabeth slept here or Glen Miller played here won't do unless there is confirmed evidence to support the contention
- support of two unrelated sponsors for the proposal.

Further information
can be obtained
from HEART.

New Leaflets for Norwich Churches

One exciting spin off of HODs 2005 was the opportunity to increase the number of churches covered by the new format HEART leaflets. (You may know that last year HEART started to create a new series of free interpretation leaflets for Norwich's medieval churches.) By seeking funding from The Paul Basham Trust we have now produced these for all of those churches looked after by Norwich Historic Churches Trust, and also for St Peter Hungate. The leaflets are much more user friendly than the older styles and give the churches a pleasing sense of unity. They are full colour, on card, and a handy pocket size which encourages people to pick them up and use them – they are also written in a more accessible, although still scholarly, way and lavishly illustrated with photographs.

The Churches currently covered are:
All Saints Westlegate
St Etheldreda, King St
St John de Sepulchre, Finklegate
St Peter Parmentergate, King St
(Funded by the Livable City Project in 2004)
St Clement, Colegate
St Edmund, Fishergate
St Gregory, Pottergate
St Martin at Oak, Oak St
St Martin at Palace, Palace Plain
St Mary Coslany, St Mary's Plain
St Michael at Plea, Queen St
St Michael Coslany, Coslany St
St Peter Hungate, Elm Hill
St Saviour, Magdalen St
St Simon & St Jude, Elm Hill
St Swithin, St Benedict St
(Funded by The Paul Basham Trust in 2005)

It is hoped that we will soon be able to take this series forward by finding funding to produce them for the rest of the medieval churches in uniform series.

NCFC Historical Trust to work with HEART on Canaries Heritage Centre

With the successful conclusion of the Heritage Open Days project, HEART's HODs Manager, Sophie Cabot, has moved on to a project which is a whole different ball park!

Sophie will be working with the NCFC Historical Trust, a charity founded to collect and protect historical material related to Norwich City Football Club, as funding officer on a project to develop a dedicated Heritage Centre at Carrow Road. This is an exciting project for the city's heritage – where our sporting traditions are currently underrepresented. It also marks a further branching by HEART into offering professional services to other heritage organisations.

Football is true 'popular heritage' which can showcase a host of social changes and real



people stories over the last 150 years or so, and Norwich City is a club with a long and distinguished history, much historical material extant, and many associated historical sites around the City. At the moment the Trust are involved in researching the presentation of football heritage at other clubs, as well as the possibilities for a wider offer featuring other sports. Sophie is looking at both public and commercial funding streams, and drawings and quotes for the alterations at Carrow Road are being drawn up.

Anyone with an interest in finding out more about this project, or with NCFC historical material they wish to offer, should contact NCFCHT at Carrow Rd, Norwich NR1 1JE.

Knowledge

HEART designing cross-reference database

As part of its Service Level Agreement with Norwich City Council, Norwich HEART is designing and populating a comprehensive cross-referenced database of all the heritage assets in Norwich. The database is being carefully designed to fulfil a role not already covered by other databases, for instance the Urban Archaeological Database and the Historic Environment Record, and should be a valuable addition to the records held on this internationally important City.

Elements being recorded will include:

- People
- Buildings
- Spaces
- 'Firsts and foremost's'
- Folklore
- Objects
- Collections
- Biodiversity
- Recordings of oral histories

This is a very exciting project and one that will not only serve the interests of HEART and Norwich City Council, but also the people of Norwich themselves for years to come. It is intended that this database will be useful for academics, schools, planning, local history enthusiasts and tourists.

It is also hoped that the database will be interactive, allowing local

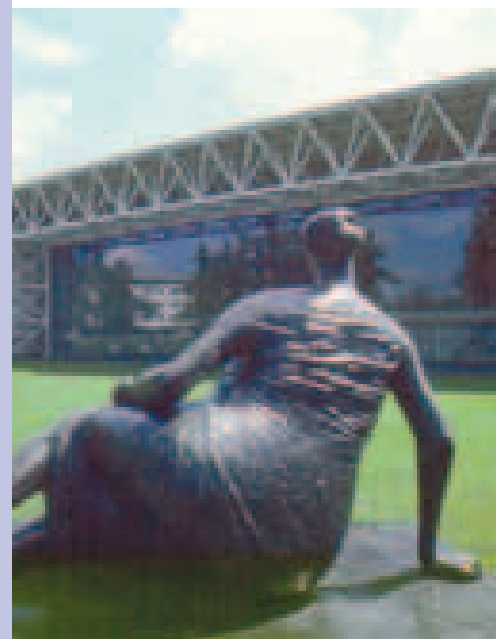
history experts the chance to contribute their knowledge through a system of feedback forms and add considerable additional depth and value to the information. HEART will take responsibility for validating entries from the references provided and it is hoped that this system of uploading information will allow the community to fully engage with this project and take some ownership of it for themselves. Reference is often made to the frustration felt by many local enthusiasts who are either unable to impart their knowledge sufficiently widely or gain effective access to heritage resources. It is hoped, therefore, that this potentially huge repository of knowledge and experience can be developed into creating a lasting, continuously growing encyclopaedia of this City's proud, and not so proud, history or heritage. Consistent with this aim it is hoped that we can extend possibilities to other sectors of the community, for instance educational facilities and employment training schemes, to facilitate social inclusion, skills training, civic awareness and citizenship.

If you are interested in helping with this project look out for further news when the database is ready next year or contact HEART.

Regional Archive Centre (RAC)

The RAC has just been established as the sixteenth regional archive of the Public Monuments and Sculpture Association (PMSA) in collaboration with the School of World Art Studies of the University of East Anglia, Norwich. The principal project of the PMSA is the National Recording Project (NRP), which is a digital survey of all the public sculptures and monuments in Britain. The two-year project runs until the end of 2007 and will establish a complete digital database survey of all public monuments and sculpture in Norfolk and Suffolk. In the first instance this will be made available on the PMSA website (currently under revision) to be followed by a publication in the series of the Public Sculpture of England, Scotland and Wales, published by Liverpool University Press.

Sculpture at the Sainsbury Centre



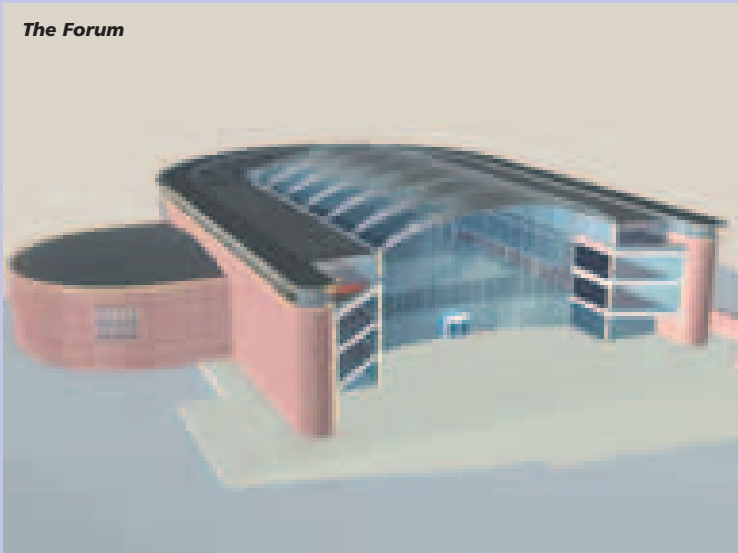
Business Development

Forum to Support HEART

At its October meeting, the HEART Board agreed to engage the Forum Trust to provide a range of management support services to HEART including financial administration and HR. It was felt that, as an established organisation, the Forum could more easily provide

support infrastructure to HEART than if it tried to source these services on an incremental basis from other providers. Directors also felt that there would be value in engaging the experience of Robin Hall and his team, and in building on the already positive relationship with Visit Norwich, who are also managed by the Forum.

The Forum



Council Support Secured

At its November meeting the City Council's Executive agreed a Service Level Agreement with HEART which confirms a range of funding support for the Trust in return for the delivery of a range of outputs. These outputs will include:

- developing proposals for the management of the Council's heritage portfolio
- developing plans and bids for regenerating heritage properties
- establishing a property, spaces and contacts database
- assessing the potential for World Heritage Site status
- promoting the city and its heritage
- developing heritage interpretation initiatives
- engaging with the Council in the improvement of public spaces and their use
- working with the City Council to develop the local distinctiveness of one 'quarter' of the City as a pilot for further initiatives.

Regeneration

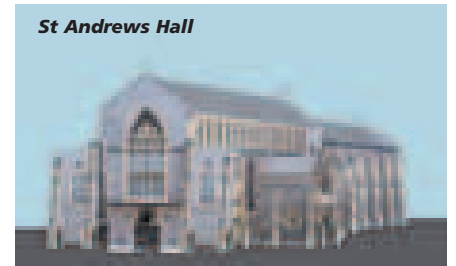
HEART development priorities for the next 6 months

HEART's Board have now confirmed what development priorities it would like the Trust to focus on up until the new financial year. The priorities are derived from HEART's Development Plan, recently produced with EEDA and City Council support, by the requirements of the City Council as a key funder and by the need to have a realistic view of what is achievable within available resources.

Priorities will include:

- a feasibility and design study for St Andrew's and Blackfriars Halls
- a feasibility study looking at how to more effectively exploit the City's unique collection of medieval churches, including the possibility of a new national centre for the medieval church
- developing a coherent relationship between the City's 12 great heritage buildings and supporting this with interpretive and orientation infrastructure

St Andrews Hall



- working with the Council to develop the local distinctiveness of the Norwich Shopping Lanes, particularly by the application of heritage interpretation
- working with the Football Club to develop a bid for a Football and Sporting Heritage Centre
- monitoring other funding opportunities that might arise.

Engagement

Two Cathedrals Floral Walk

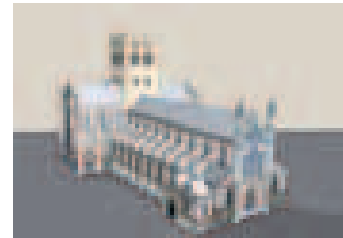
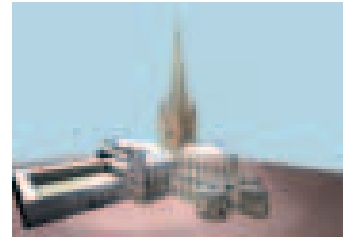
From 2nd–5th June 2006 the 2 Norwich Cathedrals will jointly host a flower festival entitled 'Embrace the World – A Festival of Flowers' and to unify the displays at the 2 key venues, a Floral Walk will be established taking in Tombland, Queen Street, London Street, St Giles, Upper St Giles and the bridge over Grapes Hill. While the Walk will obviously be a free event, access to the exhibitions in the 2 venues will be charged. All profits will be shared between the East Anglian Air Ambulance, the Cathedral Campaign and the Narthex at St John's. Sponsorship is being sought to fund the floral walk which is estimated to have an overall cost of £12,500. Businesses are also invited to participate by decorating their exteriors.

Anyone interested in sponsoring the Walk, or assisting with the initiative should contact:

Sally Mitchell on 01692 670521

or email:

sallymitchell@fwi.co.uk



Funding



In July, HEART began discussions with the East of England Development Agency concerning a package of measures to deliver the first phase of the EEDA/City Council supported Heritage Development Plan produced earlier in the year. In September EEDA invited HEART to submit a bid and this is now under consideration by EEDA. If successful, the £1m+ package will be delivered in financial years 2005/06 and 2006/07 proposals include:

- a feasibility & design study on St Andrew's/Blackfriars Hall to create a regional standard conference, concert and exhibition centre forming a focal 'hub' to integrate adjacent cultural offers – Art School, Norwich Gallery, Cinema City, Playhouse
- an immediate capital package to improve physical and intellectual access to this cultural cluster

- a feasibility study to develop and promote the largest urban collection of urban medieval churches in Northern Europe as an accessible community resource, and including the assessment of the potential for a national centre for the medieval church as a key regional tourism/educational resource to facilitate much more effective exploitation of the unique regional ecclesiastical heritage
- a project to connect and interpret the 12 great architectural monuments of Norwich by the development of iconic signing/info points incorporating audio, hypertext technology, virtual reality and mobile phone technology
- capital improvements to enhance spatial links between and around key heritage buildings
- an area theming approach to develop the unique character of the speciality shopping district of the centre to foster local distinctiveness and support SMEs by the use of distinctive signing, heritage interpretation, entry points, paving etc.

ISB

In the summer, HEART submitted an expression of interest to the Treasury's Invest to Save initiative. The proposal involves a bid for just under £1m stretching over the next 3 years, to develop an approach with the City's 12 iconic buildings so that they operate much more as a unified destination rather than 12 isolated and often competing institutions. Elements of the bid will include establishing a co-ordination group representing each of the governing institutions, developing a common approach to education, promotion, events, interpretation and other areas of common interest. It is hoped that the innovative use of ICT can assist to developing a collective destination. In October HEART heard that the bid had passed through the first phase successfully, beating off significant competition from other bidders – the available funds were over subscribed ten fold by the level of initial interest. We submitted a final bid at the end of November and will know the outcome in the New Year. The bid has been praised by regional and national cultural organisations as innovative and the institutions involved with the great buildings in the City have been extremely enthusiastic and supportive.

HEARTNEWS

Promotion

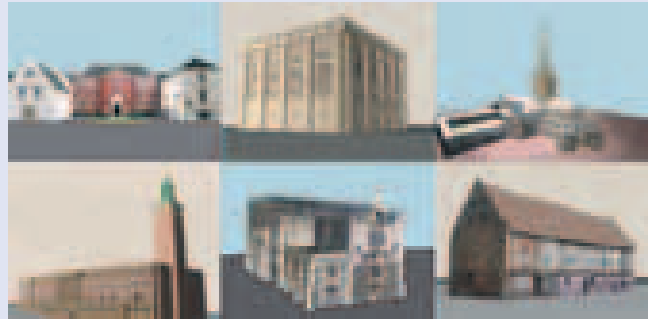
Churches

Researchers at the Forum Trust have continued to undertake work on the development of a number of trails to link up the ecclesiastical history of the City. What started as a medieval churches trail has now grown into something rather more enormous, taking in former monastic institutions, non-conformity and other religions, including sites such as the former synagogues and will probably now form into 4 or 5 trails rather than just one. Once the research is complete we will consider how to develop the trails into usable products for education and for the leisure needs of visitors and local people. As a very early step in the process, HEART working with the Norwich Historic Churches Trust and supported by the Paul Basham Trust, produced a further 14 individual medieval church leaflets and these were available free for Heritage Open Days. This means that all of the NHTC managed churches plus St Peter Hungate now have an up-to-date interpretive leaflet in a standard format. If you would like a copy please contact HEART.

24Hr Museum

Last year HEART supported a journalism student from the 24Hr Museum to produce heritage stories on the Internet. Jayna Makwana turned out to be an extremely energetic, enthusiastic and productive member of the HEART team and produced some very useful articles on Norwich for the 24 Hour Museum website. Jayna worked with us for a relatively short time but we now have a contract for a new placement over the next year so we anticipate significant opportunities for profile raising over the coming months.

Virtual Norwich



The project being developed with the UEA School of Computing continues to produce extremely impressive output and the most recent set of buildings – a walk between the 2 Cathedrals – was showcased at the Heritage open Days National launch at the Cathedral in September. The Team

have been working on a churches trail and are about to begin work on a virtual trail around the Norwich Lanes specialty shopping quarter. Ultimately we hope to have a virtual model of the whole centre and then to regress certain buildings or areas back into earlier time periods.



Promoting HEART

In his role as a Heritage Consultant, Michael Loveday, has been promoting HEART nationally and internationally in recent months. This has included presentations to EPOCH – an EU collaboration project representing 90 heritage organisations across Europe, a major conference of the English Historic Towns Forum on the benefits of Heritage Regeneration in Newcastle, a group of historic cities in Durham and the Norwegian Association of Conservation Officers in Trondheim. Michael has also corresponded with the Culture Minister David Lammy and has made a presentation to the Department of Culture Media and Sport on the Trust.

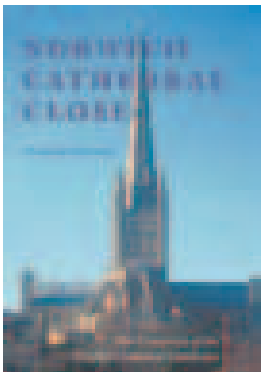
Recent Publications

Recent publications which celebrate not only the variety of information becoming available, but also the extraordinary potential of Norwich to provide results which are nationally, not just locally, important.

A major book on the buildings of the Cathedral Close was launched on 11th November called *Norwich Cathedral Close 'The Evolution of the English Cathedral Landscape'* by **Roberta Gilchrist**. It is published by Boydell Press and costs £30.

What explains the layout of the cathedral and its close? What ideas and beliefs shaped this familiar landscape? Through this pioneering study of the development of Norwich Cathedral Close (one of the most important buildings in medieval England) from its foundation in 1096 up to c.1700, the author looks at changes in cathedral landscape, both sacred and social. Using evidence from history, archaeology and other disciplines, Professor Gilchrist reconstructs both the landscape and buildings of the close, and the transformations in their use and meaning over time. Much emphasis is placed on the layout and the ways in which buildings and spaces were used and perceived by different groups. Patterns observed at Norwich are then placed in the context of other cathedral priories, allowing a broader picture to emerge of the development of the English cathedral landscape over six centuries. ROBERTA GILCHRIST is professor of Archaeology at the University of Reading and President of the Society for Medieval Archaeology. From 1993 to 2005 she was Archaeologist to Norwich Cathedral. She

has published extensively on medieval monasticism and social archaeology.



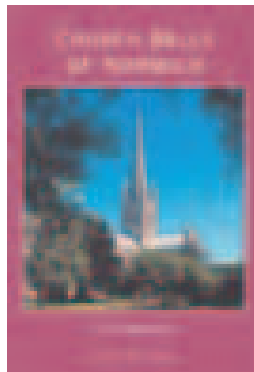
Another very recent publication is *'Medieval East Anglia'* edited by **Christopher Harper-Bill** of UEA. East Anglia was the most prosperous region of medieval England; far from being an isolated backwater, it had strong economic, religious and cultural connections with continental Europe, with Norwich for a time England's second city. The essays in this volume bring out the importance of the region during the middle ages. Spanning the late eleventh to the fifteenth century, they offer a broad coverage of East Anglia's history and culture; particular topics examined include its landscape, urban history, buildings, government and society, religion and rich culture. It is published by Boydell Press and costs £45.



Another recent publication is *Church Bells of Norwich* by **Dr Paul Cattermole** published by the Golden Bell Press which costs £19.95.

Dr Paul Cattermole has recently completed the research for a full history of the bells of Norwich, containing much new and previously unpublished information. This is the first book since L'Estrange's *Church Bells of Norfolk* (1874) to list in full the inscriptions on Norwich bells, and the first since 1947 to publish details of the bell-frames in which they hang. This forms Part

No. 6 in the Golden Bell Press series, *Church Bells of Norfolk*.



A recent publication has just emerged in the series *'East Anglian Archaeology'* entitled:

EAA 112 Dragon Hall, King Street, Norwich: Excavation and Survey of a Late Medieval Merchant's Trading Complex, by **Andy Shelley** and cost £24

When wealthy merchant Robert Toppe built his great timber hall in 1427 there had already been stone buildings on the site for 140 years, while the origins of settlement here lay in the period 975–1025. Dragon Hall was a magnificent trading hall, the first floor providing a huge open space for the storage and display of goods – possibly cloth and ceramics. The circulation of visitors was carefully regulated: divisions between public and private space being indicated by the quality of workmanship on show. After Toppe's death in 1467 the hall passed into different hands and was gradually transformed, being divided into a number of tenements and inns. In 1935 the site housed at least 34 individuals but the hall was to survive the slum clearances which swept away many neighbouring buildings.

Dragon Hall



A recent publication is a book called *'The Rosary Cemetery, Norwich A Place of Decent Interment'* and is written by **Nick Williams, Jim and June Marriage**. It is published by the Friends of the Rosary and is available for £5.60 (including post and packing from the Friends of the Rosary, 20 High Green, Norwich NR1 4AP, or from Jarrolds price £5.95.

It is an illustrated history of the cemetery with brief details of 50 of the most prominent people who are buried there.



News

Ben Webster

Design Quality Officer



Biographical

Norwich City Council has recently appointed Ben Webster to be its Design Quality Manager. The main purpose of this newly created job is to improve the quality of design in the built environment. As well as advising on the design of large or complicated schemes proposed by developers, Ben will also work to raise the quality of the City Council's building and public space projects. He and his small team of conservation officers will work with anyone who can help the Council to better conserve and regenerate the wealth of historic buildings in Norwich. He will be helping HEART to deliver the shared priorities of the two organisations.

Ben has come from Nottingham City Council, where he worked as an urban designer, devoting most of his time to redesigning the streets of the city centre so that pedestrians could enjoy the city without the blight of traffic ruining the experience. Before this he worked as a lobbyist and policy wonk with built environment charity the Civic Trust. He and his family are already enjoying their new life in Norwich. Ben can be spotted at the weekend riding around the city with his daughter in their Danish freight tricycle.

Events

It happened in Norwich today.....

December

3rd Dec 1730

Constant 24 hour policing begins in Norwich City by order of the Mayor and the Justice of the Peace.

14th Dec 1730

The Duke of Kings Lynn, Robert Chennery and the Right Honourable Thomas Lord Lovell fight a duel at the Market.

5th Dec 1908

The Prince of Lippedetmeld of Germany visits Norwich in the company of Colonel Hugh G. Barclay.

10th Dec 1935

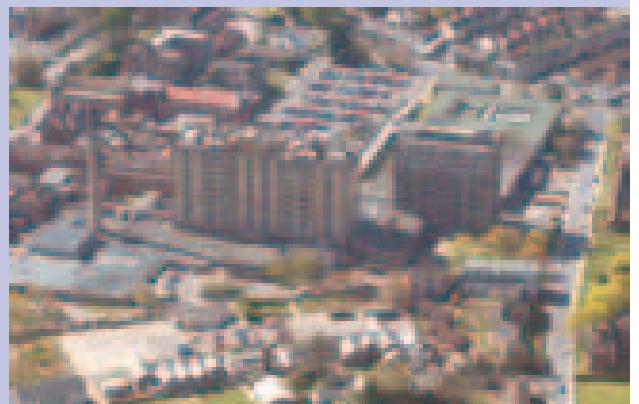
Last tram runs in Norwich.

4th Dec 1945

Norwich Home Guard steps down after 6 years service with a procession past the City Hall, Guildhall Hill, London Street, Castle Meadow and Bank Plain.

4th Dec 1976

The new £5 million main ward block opens at the Norwich and Norfolk Hospital:



The Main Ward Block, Norwich and Norfolk Hospital

4th Dec 1976

UEA Students protest at the decision by the Vice Chancellor to ban the Sex Pistols playing at the UEA.

4th Dec 1976

Russian Prima Ballerina's Galina Samsova and Andre Prokovsky perform at the Theatre Royal.

January

8th Jan 1831

One of the biggest and most elaborate travelling circuses visits Norwich, including the Great performing Elephant of Siam, Black Tigers and a Horned Horse as well as a zoo of monkeys and apes.

10th Jan 1872

Norfolk Agricultural Association elects H.R.H the Prince of Wales to be its President.

1st Jan 1908

Norwich City beat Swindon 2–1 on a cold and windy New Years Day Football Match.

2nd Jan 1915

Norwich Mercury starts to regularly publish a series of letters from a young soldier entitled 'Letters from a Downham Market Gunner', giving a first hand account of life on the front from the front line including a mention of a game of football on Christmas day between British and German soldiers.

4th Jan 1927

Establishment of a permanent Ambulance Brigade in Norwich.

10th Jan 1915

A Great Gale causes widespread damage to Norwich City centre, including destroying all the sheep and cattle pens in Norwich Cattle Market.

2nd Jan 1970

The Norwich Puppet Theatre starts to take form with Peter and Francis Grant giving their first performance.

31st Jan 1970

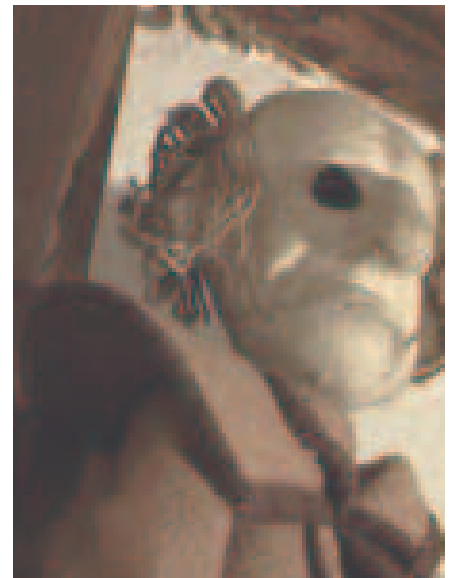
The Queen gives a holiday treat to 50 children from the Sandringham Estate by taking the children to Norwich Theatre Royal. It is the first outing of its kind given by the Queen.

10th Jan 1978

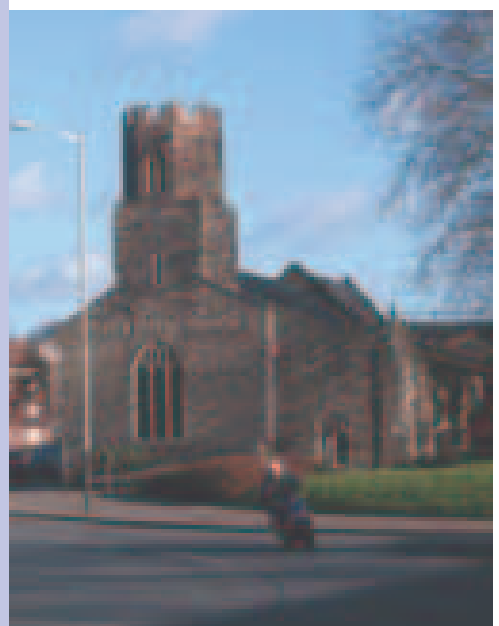
Norwich Council attempts to provide safer areas to accommodate the new skateboarding craze due to a rise in accidents.



Norwich City Team 1908



Norwich Puppet Theatre





February

9th Feb 1910

Sir Ernest Shackleton, Antarctic Explorer visits Norwich as part of an ongoing series of tour around Britain in which he gives lectures and promotes his book about his adventures to the South Pole.

1st Feb 1929

First advertisements in the EDP for the new craze, automobiles. The Trojan enclosed van and the Austin 12 Horsepower 'Burnham' and 'Iver' Saloons go on sale.

19th Feb 1936

An article runs in the EDP about the near completion of the New Bus Station, built by the Eastern Counties Omnibus Company. In it, it highlights the fact that the new station will have a new loudspeaker system, which enables the operator to run the station like a ship's captain, and that it has laboratories and ample waiting room. It is announced that the operators of the station would like it to become a recognised meeting area in Norwich.



12th Feb 1954



Work starts on a new Shopping Centre/Complex on Orford Place 12 years after the bombings that demolished most of the buildings on that site. Demolition began on the shattered buildings on Brigg Street and Orford Place itself, while the development

would encompass renovations and extensions to the roads on Red Lion Street and Rampant Horse Street.

2nd Feb 1974

Norwich retains 'City' status after the Queen approves the grant and right to the City after local government reorganisations.

Diary

What's on:

Buried Treasure;

Castle Museum (until Jan 15th)

NNAS Lectures;

Saturday 14th January 2006

Fishergate and the River Wensum
Norfolk Archaeological Unit

Saturday 4th February 2006

Manchester:

Proposed World Heritage Site
Robina McNeil, County Archaeologist,
Greater Manchester

Saturday 4th March 2006

THE SUE MARGESON MEMORIAL
LECTURE

The Viking and Anglo-Saxon Landscape
and Economy:

Using Portable Antiquities in
Archaeological Research
Professor Julian D. Richards, University
of York

All 3pm Town Close Auditorium, Castle
Museum, Norwich

Free to members, non-members £2
suggested donation. All Welcome

Norwich Heritage Economic &
Regeneration Trust (HEART),
PO Box 3130, Norwich, NR2 1XR
Tel: 01603 212519
Fax: 01603 212164
Email: michaelloveday@norwich.gov.uk