

Meeting Date: 6<sup>th</sup> March 2018

Public/Private\*: Public

Title: **Culture, Leisure and Heritage Portfolio Holder's Report –  
Councillor Anne Quilter**

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## **OLD FIRE STATION**

Ticket sales across events remain strong with twenty-one events having now sold out since we reopened. Bear and Butterfly was our first children's show held during term-time and proved very popular. The next children's show is scheduled for March has already sold out.

Talks are underway with West Walls Artists to develop a public gallery in the Dormitory Room. The University are also keen to make more artistic links around gallery space and display of work.

A new style 'What's On' flyer has been developed and will be distributed on a monthly basis. We have also created new multi-show posters to help promote the many shows scheduled.

## **CRACKER PACKERS STATUE**

The bronze statue depicts two women workers - one from past times and one from the modern day dressed in their respective factory uniforms - will be unveiled on International Women's Day, Thursday 8 March 2018.

Carlisle City Council successfully applied for Heritage Lottery Funding for a project celebrating the lives of female workers past and present at the McVities Factory,

affectionately known as Cracker Packers. Tullie House is delighted to be their heritage partner on this project and has been working with a group of participants to collect their stories. These will be used to create a touring display celebrating the history of the Cracker Packers and the factory itself, which will be launched at the Old Fire Station. The display will be in our Special Exhibitions Gallery during March and April, and then tour community venues around the city. The project was inspired by the commission and unveiling of the Cracker Packers statue at Paddy's Market, and is also part of a wider celebration of 'Women in Cumbria' taking place during March to celebrate the anniversary of women's suffrage. Other events taking place as part of this programme include a parade through Carlisle City Centre organised by Girl Guiding, with groups carrying textile banners inspired by the collections of museums across Cumbria, including Tullie House. We will also be holding a 'Woman Up' event, a day of talks and discussions exploring what it means to be a woman in Cumbria today.

## **TOURIST INFORMATION CENTRE**

January has seen an increase in visitor numbers, increasing from 3478 visitors in 2017 to 5279 in 2018. The Tourist Information Centre have a 'pop up' stand at Carlisle Train Station to welcome the visitors to the city, especially when there is a steam train arriving.

## **Commemorative Charity Cards**

The Tourist Information Centre is an outlet for the charity cards of Robin Oliver for the 'The Royal British Legion'. The artist aims to raise a minimum of £1,000 on the run up to Armistice Day on 11 November 2018. One of the card designs features one of Robin's poppy paintings, which was made, framed, and taken by him to the Cenotaph in London in 2014, and displayed there.

## **DISCOVER CARLISLE WEBSITE**

The new Discover Carlisle website launched 30 November 2017. The analytics show visitor numbers to the site over the first 3 months;

Number of users = 9,568

Number of pageviews: = 23,657

#### Demographics:

UK: 88.9%	USA: 3.5 %	Australia: 1.35%
Canada: 0.73%	Germany: 0.48%	Netherland: 0.40%
Ireland: 0.38%	Spain: 0.26%	New Zealand: 0.26%

A new Tourism Plan for Carlisle is under development and will be reviewed by the Economic Growth Scrutiny Panel.

### **TULLIE HOUSE MUSEUM & ART GALLERY TRUST – MARCH 2018**

#### **Percy Kelly**

We were delighted to announce the extension of our Percy Kelly: Line of Beauty, A Retrospective exhibition to the 18<sup>th</sup> February. Over 10,000 visitors have seen the exhibition during its run, and feedback has been incredibly positive about the quality of the works and how important it is that the work of this Cumbrian artist is showcased. A sold-out Afternoon of Talks took place in January that explored aspects of Percy Kelly's fascinating life, with weekly gallery tours added during the extension due to popular demand. Inspired by Percy Kelly, we have been working with Prism Arts on a Cumbria Community Foundation funded inter-generational project that saw adults from Prism's stroke survivors group meet and exchange Percy Kelly style illustrated letters with a group of pupils from Distington School on the West Coast. The two groups worked together to create an inspiring drama piece that was performed in the exhibition itself. A selection of the group's letters is currently on display in The Community Gallery.

#### **Young People's Mental Health Project**

In partnership with Cumbria County Council and Promoting Autonomy and Change Therapy Services (PAC), we have been running a six-week pilot project using art and collections as therapy for young people struggling with mental health issues. The group of young people are aged between 14 and 18 and have been referred by CCC; they meet weekly and produce creative responses ranging from fine art to drama, inspired by the TH collections. Feedback so far has been excellent, and evaluation is taking place to document the positive impact the programme is having on participant wellbeing to help secure funding for a wider project.

#### **Secret Garden**

Work has started on Tullie House's Secret Garden, in the grounds of Herbert Atkinson House. We successfully received £20,000 funding from the People's Postcode Lottery (alongside support in kind from Dobbies Garden Centre) to transform the unused garden into a fully accessibly sensory space for participants. The work will be carried out by volunteers from The Conservation Volunteers as well as participants from some of our key community partners including Making Space, Carlisle Key, Unity and Carlisle Young Carers. Long term we will be establishing a Family Garden Club, and exploring ways we can use the garden with other users including adults living with dementia.

### **Chinese Engagement Programme**

This year our February Half Term activities were inspired by all things China, with families creating kites, lanterns and decorations which were used in a parade on the Friday as part of our Chinese New Year festival. Thanks to generous support from Carlisle City Council, the University of Lancaster Confucius Institute and The Lanes, a major outdoor festival in the City Centre was staged. There were art and craft activities including lantern making, calligraphy and woodblock painting, drop in drumming and martial arts workshops, and performances by traditional Chinese acrobats. A parade through the City Centre to Tullie House took place at 3.30pm, followed by an evening of performances at the Museum.

### **Driggsby**

Driggsby the Fin Whale arrived at the Museum in January and over 50 people attended the preview night. Driggsby's installation attracted local media coverage including BBC Radio Cumbria, BBC Look North and The Cumberland News.

### **Media**

An episode of The Antiques Road Trip, aired on BBC 1 in January featured an interview with Tullie Houses' Learning Facilitator David Gopsill. Presenter Anita Manning spoke to David about Border Reivers.

### **Awards**

Trip Advisor has once again provided Tullie House Museum and Art Gallery with a Certificate of Excellence for 2017. This certificate recognises the consistent achievement of high ratings from travellers on the site.