

THE ICE HOUSE

CONVERSATIONS ABOUT ITS
PAST AND FUTURE HERITAGE

OUT THERE ARTS
**OUT
THERE
ARTS**



THE ICE HOUSE



“The snowe dooeth cause that
the fishe dooeth not corrupt,
and so it dooeth conserve it
a long time that it rotte not.”

Galen, died 216AD

CONTENTS

THE ICE HOUSE'S HERITAGE 6-7
AN INTRODUCTION TO OPEN SPACE 8-9

THE IDEAS

HERITAGE LEARNING 12-15
PARTICIPATION 16-21
CONNECTED COMMUNITY 22-25
CULTURAL HUB FOR ARTS AND HERITAGE 26-31
SKILL SHARING 32-35
EDUCATION 36-39

CREATIVE ART WORKSHOPS 40-45



THE ICE HOUSE

IT'S HERITAGE.

The Grade II Listed Ice House was built around 1884. It is the last remaining full scale Ice House in the UK and was originally one of a pair of identical adjacent buildings on the quayside of Great Yarmouth with an additional train wagon loading building next to them (also now gone).

The Ice House is essentially one big open space made of thick buttressed yellow brick walls (uncovered inside and out). The whole building is covered with thatch, with a single high window at each end, 2 windows in the south and a sliding (non original) high loading door facing the river in the east.



THEN.

Originally it was built to provide Ice for Great Yarmouth's very significant herring industry. As this use became redundant in the mid 20th century, the building became a store principally for the import and distribution of guano fertiliser for the Norfolk farming industry. Out There Arts took the lease of the building in 2016 for use as an event production equipment store.

The Ice House has a key role to play in helping define the future of Great Yarmouth.

NOW.

The building plays a prominent role next to the river and the historic Great Yarmouth quayside, as one of the two major gateways into the town. It has never been a building in public use, or open to the public for business or leisure, but the community value and are interested in The Ice House and want to see it restored and well used.

WHAT IS OPEN SPACE?

Open Space is a democratic, participatory method of holding meetings and conferences, that allows attendees to set the agenda and offers each participant equal opportunity to make their voice heard. The format is simple, yet it takes away hierarchical structures found in traditional meetings which empowers participants to speak confidently and honestly, inspiring creative and collaborative discussions.

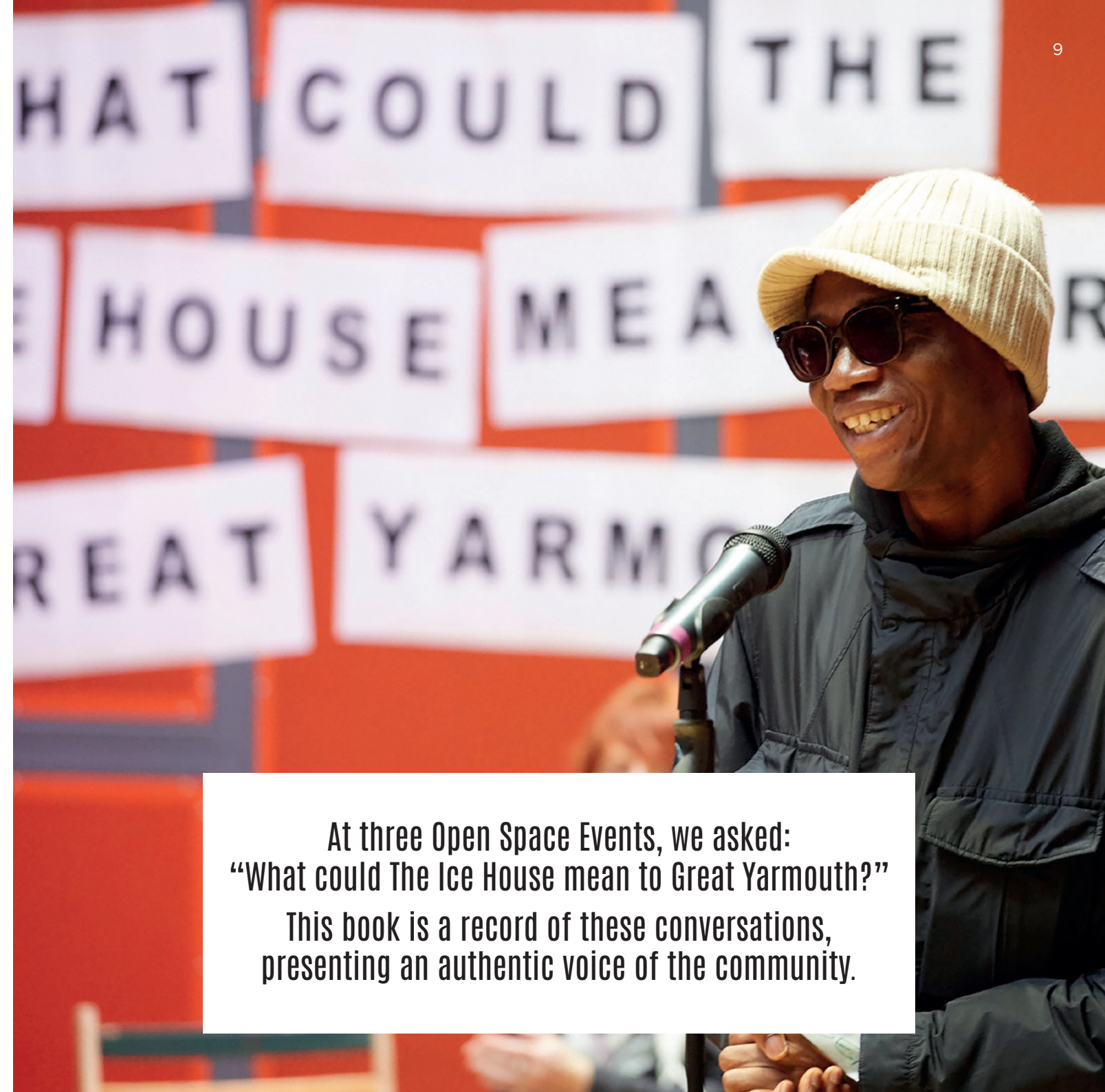
Open Space is designed to empower all participants to share their thoughts regardless of job description or demographic, giving people ownership of what's being discussed which makes the developments that come out of the meeting much more impactful to the organisation and its stakeholders. It was used for these Ice House consultations to encourage open conversations between any and all stakeholders in Great Yarmouth to help make this unique heritage asset an accessible and inclusive cultural venue for everyone in the town and beyond.

In February and March 2023 Out There Arts hosted a series of three Open Space Events to gauge public opinion on what The Ice House could mean for the communities in Great Yarmouth and the wider region.

These consultation events began with an introductory talk and agenda setting process. The question was a variation on 'What could The Ice House mean to Great Yarmouth?' Participants sat in a circle and were encouraged to enter the middle and share with the group any ideas they had in relation to the question being asked. The day then evolved into a buzzy and productive atmosphere where ideas were pitched and debated among the participants. At the end of the third day, we had a full programme of 53 ideas for the future of The Ice House and how its heritage could be celebrated.

The ideas that came from our three Open Space Events have been colour-coded in this book:

- Young People Session
- General Public Session
- Professionals Session



**At three Open Space Events, we asked:
“What could The Ice House mean to Great Yarmouth?”**
**This book is a record of these conversations,
presenting an authentic voice of the community.**

THE IDEAS

The following pages are the ideas, hopes, dreams, imagination and expressed needs of those who attended the Open Space meetings. The ideas discussed were diverse, dramatic, and developmental – a genuine reflection of the local community on the potential for the future use of The Ice House and engaging with its exciting and valuable heritage.

Not all of these ideas will exist in The Ice House, but they are all valid. As the Open Space developed, there were certain themes that kept coming into focus. These were: Heritage Learning, Participation, Connected Community, Cultural Hub for Arts and Heritage, Skill Sharing, and Education.

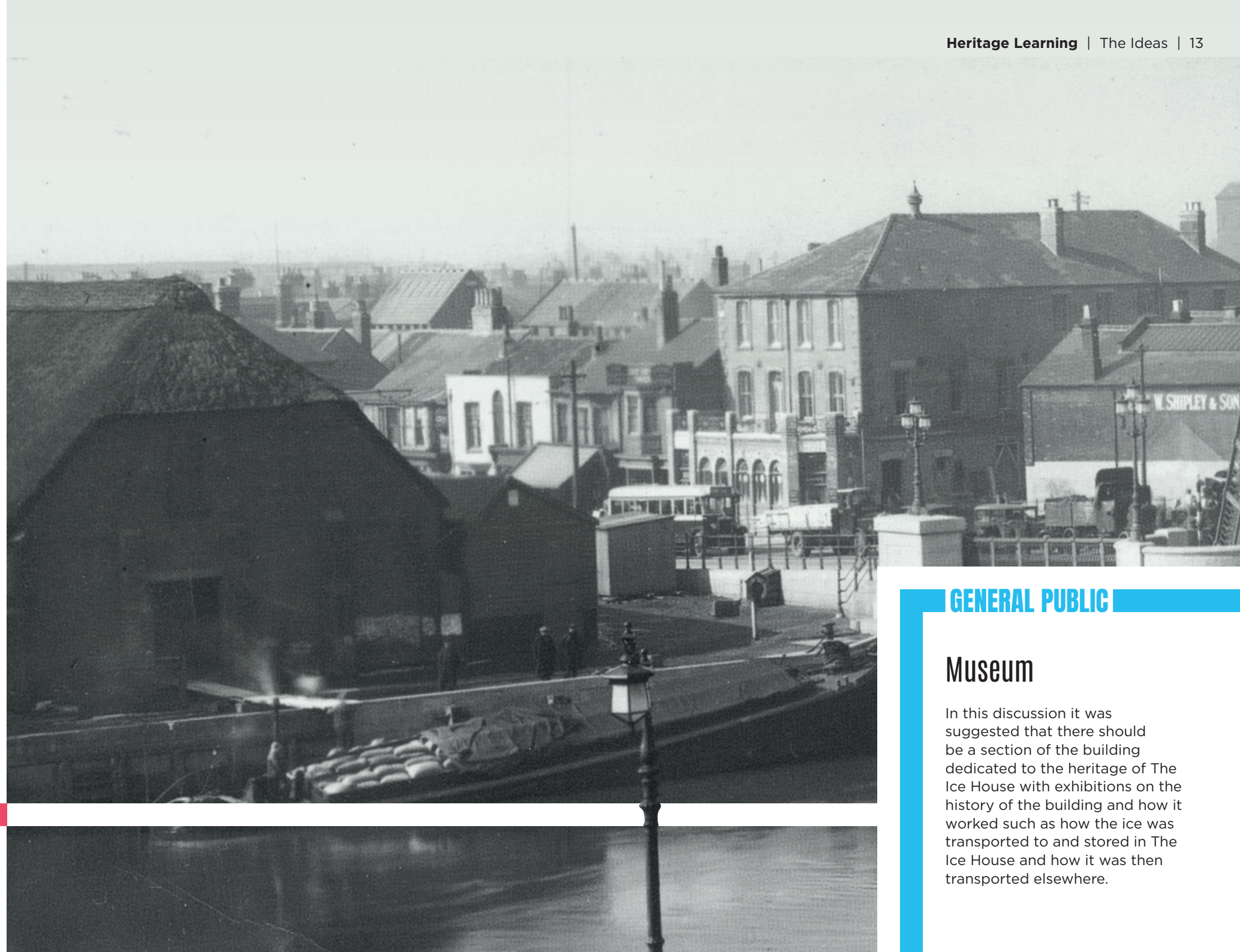
The following ideas have been sorted into these themes but by no means are bound to them. Most of these ideas cross boundaries and share common threads with each other.

IDEAS | HOPES | DREAMS | IMAGINATION | HERITAGE

Read on to explore the passion and interest the local community has for the heritage of The Ice House and developing a new international centre of excellence for outdoor arts and circus.

HERITAGE LEARNING

Celebrating The Ice House's heritage will be a key mission of the building's revitalisation. Informed by the collection of historical stories, creative consultations, and talks and tours; an exciting programme of inspiring and interactive activities will be developed. This heritage learning programme will engage people to celebrate and share The Ice House's heritage and its significance to the community.



GENERAL PUBLIC

Museum

In this discussion it was suggested that there should be a section of the building dedicated to the heritage of The Ice House with exhibitions on the history of the building and how it worked such as how the ice was transported to and stored in The Ice House and how it was then transported elsewhere.



Celebrating Historical Heritage

This group discussed the creative ways that The Ice House could be used to celebrate local history. Props, audio visual displays, talks from historians and dressing up/ re-enactment could all be used to raise awareness of the historical heritage of The Ice House and Great Yarmouth 's industrial past. These could also be toured in schools to raise further awareness and links could also be made with the maritime festival to get more people interested and involved. This could give the whole town ownership over its heritage.



Embedding the History into the Building

The Ice House was a building used by many industries in the town's past. This group discussed possibilities of physical embedding elements of this history into the building. For example; The Ice House was connected to the Southtown railway station. The building could integrate railway sleepers as parts of the flooring and/or railway tracks as bannisters for stairs.

GENERAL PUBLIC

Cultural Heritage

The Ice House could be a place students can visit to learn about the culture of Great Yarmouth which they might not already know. It could also showcase other cultures through food, sports, dance, literature, language, arts and more allowing people to learn about the local history as well as the history of the people who live here now.

Historical Reenactment

As part of the heritage tours offering, reenactments could be integrated into the offering. This group explored visual elements to the heritage learning experience and discussed the use of historical costumes and hosting dressing up days to support guided tour experiences.



GENERAL PUBLIC

Heritage Cuisine Offering

The Ice House could incorporate a fish restaurant with a hologram show to highlight the heritage of The Ice House. The fish could be cooked in traditional ways similar to how it might have been when The Ice House was operational to keep its history alive.



Re-establish Great Yarmouth's Cultural Identity

The Ice House could be used as a place to promote all of the cultural identities in Great Yarmouth and generate a collective cultural identity.



PARTICIPATION

The future of The Ice House will enable meaningful participation for the whole community. Whether they are engaging through the building's heritage or use as a cultural community hub or training centre for circus and outdoor arts. Attendees at the consultation sessions had keen ideas on embedding participation throughout The Ice House's offer, developing better access and inclusion throughout the new venue and its various activities.



GENERAL PUBLIC

Make The Ice House an Inclusive Space for All

This group questioned what arts/ culture and heritage are. How could The Ice House compliment and compare to the Drill House? Could it have the ability to break down disconnection within Great Yarmouth? It should link with other groups in the town as many arts centres don't feel welcoming to everyone. The Ice House should not have any closed doors and all age, diversity, social problems and class should all be considered with staff showing interest in all groups.



PROFESSIONALS

Creating a Sustainable Culture for Local People

The Ice House could become a hub for creatives to meet that is uplifting and welcoming which is focused on residents practising and networking which could in turn be used to create a creative directory for Great Yarmouth to connect artists for collaboration or structural, vocational mentoring. This should have affordable, accessible arts access for adults with skill sharing that engages practitioners. Local creatives could volunteer in exchange for facilities creating a creative collective and help to educate young adults about how they can make a living in the arts. This community could also provide an infrastructure for career changes and raise the profile of arts as essential.

Bring the Magic of Creativity into Schools and Inspire Our Youth

This group was discussing the importance of protected safe spaces to be able to express yourself and learning outside the box, adapting learning styles to suit the kids, not kids fitting the boxes. Out There Arts could create a creative arts roadshow visiting schools to show how wonderful arts can be and help them to explore their passion within school. Some children may be seeing this for the first time so making arts accessible for everyone regardless of background, barriers such as financial/physical or mental health issues is important. Finding the right balance of realistic view you can still follow your passion and earn a living – you don't have to choose between your passion and working to pay bills. Building relationships in schools to gain access to assemblies and lessons to showcase art and creative shows will make sure people are shown that art is for everyone and can be therapeutic too.

Attracting Students to Great Yarmouth and Leaving a Lasting Positive Impression

This group discussed the ways in which The Ice House can encourage students to come to Great Yarmouth and how to get them to stay. There's a large number of ways this could be done with The Ice House at the centre. Local college campuses in collaboration with local universities and The Ice House could be a hub for students to get involved with the running of events. One example that was considered is a skill share afternoon, having local beauty students run a day at The Ice House where they could perhaps provide treatments for other students who might not usually get the opportunity.

This could be done in partnership with local businesses who are able to provide student discounts to keep people coming here and being able to stay. Another way The Ice House could encourage students is by partnering with an organisation such as CreativeUEA to run coach trips to Great Yarmouth. Students could come to The Ice House for an event and then plan the rest of their day around it. The Ice House could recommend hidden gems for people to check out in the town and then have them come back at the end of the day for a performance.

Accessibility

What does access mean? Physical access to spaces, access for different people, not just disabled artists such as groups who don't engage with the arts. What might their needs be? Organisational responsibility – what are the learning opportunities for the Out There Team? Access is the foundation and not an afterthought for an organisation. Whose responsibility is it to hold onto that information? There should be open communication with the question of what the community needs at the centre.

YOUNG PEOPLE

Leadership Opportunities for Young People

Giving young people from all different backgrounds and creative practices leadership opportunities would create an inclusive environment and could help in tackling antisocial behaviour by bringing people together and integrating different groups which would connect niches, allowing them to support each other and help people learn things they would never have thought of before.



PROFESSIONALS

The Role of The Ice House in Building Cultural Capacity in the Town

This group discussed the question in relation to linking to wider ambition around cultural tourism, regeneration and the economy. The Ice House could be a place that allows artists to maintain their skills so more events and activities can be delivered locally. The Ice House should also be able to offer more training in the arts and create and fund new jobs by looking for support and funding on behalf of creatives in the town. To do this they should look at multiple funding streams and be creative with their business model.



It should also commit to being sustainable for Great Yarmouth and the creatives within by embedding activity back into the town and creating a cultural mass around Great Yarmouth being a cultural centre for the arts. This group also discussed how there should be a shift of narrative in how Great Yarmouth is promoted as just a seaside destination. To work out what's best Out There Arts could test different delivery models for how they'll run the space. Another way to ensure it's

a success is to look at case studies and consider how gentrification could impact their work. They believe that The Ice House should be seen as cultural infrastructure that is sustainable and here for the long run. Out There could partner with local hotels to offer discounts and encourage more creatives here but this should go beyond Out There and encompass the whole cultural industry of Great Yarmouth.

Fair Pay for Creatives

This group discussed how big of an issue pay is, more widely before focusing on the creative sector generally and then the specifics of Great Yarmouth and The Ice House. They agreed that this is a massive social problem and is particularly problematic in industries that are seasonal or subject to uneven funding cycles. Models from Ireland and France where artists receive regular stipends or state subsidy in fallow periods are a huge help to address these problems. But the issues aren't straightforwardly financial, it is also about training, CPD, mentoring and other benefits. Freelancers often have to pay for these things or go without. They began to think about the ways in which The Ice House/Great Yarmouth could address these. For example, a pay compact in the town could be championed in this new space drawing on Arts Council Pay Structures and engaging with existing artists/ creatives advising on how to set those rates.

Creative Activism

The Ice House could use its outdoor space to facilitate the creation of a community garden where everyone is welcome (including animals). The garden should be accessible and serve the community, growing vegetables to be taken home, plants to sell to locals with an ethos of abundance so there's extra to share and give away. The community should help to create the garden including the plant beds - particularly encouraging refugees and asylum seekers to get involved. The human body can also be used to connect to others going beyond language. A community garden that is a sanctuary for disabled people is a must.

Innovation for Neurodiverse Creatives

The Ice House could be used as a place to learn new things and create new inventions with like-minded people and could be a space for people from all backgrounds including ex-offenders and refugees. A cooking zone could be included as well as a fashion zone or a kids zone, the possibilities are endless. A chill zone would also prove invaluable to people going through a tough time. Through these activities participants can use the space to showcase the history of Great Yarmouth and The Ice House.

YOUNG PEOPLE

Contacts, Opportunities and Networking

The creative industries often feel like they're all about who you know and meeting the right people could be the stepping stones into a lucrative and successful career. Could the Ice House facilitate networking opportunities so young local creatives can meet others and provide opportunities for cooperation and collaboration.

GENERAL PUBLIC

The community has expressed a strong desire to collaborate and connect. The Ice House will play a crucial role in understanding the changing nature of communities in their historical and cultural contexts, sustaining and enhancing quality of life for local people and ensuring the heritage is maintained and in a better place.

CONNECTED COMMUNITY

YOUNG PEOPLE

An Inclusive Dancing Venue for All Ages and Styles

This discussion looked at the decline in popularity of some dancing styles, especially those of history/heritage, such as dances from the 1940s. These styles from the past are dying out and people of a younger age are not aware of them. An inclusive space that embraces the heritage of dance could help to encourage young people to revive dance culture – and this could help to reduce social divides. Dancing could be the glue that holds society together!

Queer Representation

This group discussed the diverse population of Great Yarmouth and the wider region and thought about how they would like The Ice House to be a free, non-judgemental space where young people of any sexuality can have the opportunity to be themselves with like-minded people in an open and accepting environment.



Multi-Use Community Centre

This group suggested that The Ice House could act as a multi-use community centre, where people could share skills, cultural ideas, sports, food and music to represent the cultural diversity of modern Great Yarmouth. Workshops could take place in things like creative writing (including poetry and publishing), green creative projects such as woodwork/spoon carving etc. or cooking, where people could share different food cultures. Gigs could take place that represent different music or dance genres.



GENERAL PUBLIC

Professionals

The Ice House as a Space to Be Creative, to Act as a Creative Hotspot

This group discussed the possibility of having a café and/or bar at The Ice House open for creatives to have meetings or do work and also to have a space that creatives can use to film/paint/exhibit. There could also be an audition space for local filmmakers and actors. This open collaborative space could be a space for people to integrate all kinds of skills. It could be similar to The Playhouse in Norwich where you can go and book a screen to play for local film producers.



YOUNG PEOPLE

Networking Events

Being able to access events, industry panels, practical help such as workshops on self employment and taxes as well as access to resources to create promotional materials and more would build knowledge and skills for young people starting out in the creative industries. This could be a great way to build a network of contacts that could help yield a successful career.

Mental Health

This group came to the agreement that having a safe space to be open with each other is really important to mental health. Having extra facilities at The Ice House targeted towards mental wellbeing – such as emotional support animals, ‘calm corners’, fidget toys etc. – would be a really useful addition for people’s wellbeing. Eating well is also important so providing a breakfast club alongside these wellness activities could help with this.

Age/Mature Students

A venue like The Ice House should be accessible for all ages – not just college students; university and mature students should also be included. There could be a wristband system where under 18s have one colour and over 18s another. This could give opportunities for older learners to support younger learners – genres/dances have a wide age range – and this in turn could help build confidence and friendships for older students. Inclusive sessions and advice for older learners would help provide the same opportunities for all.

YOUNG PEOPLE

Development, Investment, Sustainability, Community, Opportunity (DISCO)

This group came up with numerous ideas, using The Ice House as a mixed use space for the whole community such as pop-up catering stalls, space for development of local businesses with investment opportunities. To have such a historic building used in the town it’s important to the community to develop both visitor and local interest which could lead to growth of the independent businesses and tourism in the town giving the feeling of close community.

One participant of this discussion prepared a document detailing a variety of ideas as to how The Ice House could encompass a multi-use community space to benefit Yarmouth residents, businesses and visitors, which was put forward to Out There Arts for further consideration.



Safe Creative Spaces that can be Used Freely

We’d like to see a space that has a relaxed atmosphere to explore your creative freedom with no limits. It could be decorated with local artwork and even furnishings, and let people display their work in any way they would like, to make it more personal to the local people using the space. It could host exhibitions by more well-known artists to raise the profile and help boost the career of young artists also exhibiting. It’s hard as an emerging artist to get your work noticed, so having a safe space to display it and get your foot in the door would be great. It could also host eco-friendly creative workshops, like We Wear the Trousers, to show young people small ways to change aspects of their life to help the environment – making your own clothes, upcycling etc.

Public Transport, and ‘Connections to Society’

This group began by talking about transport links, but it soon became more important to talk about how to make The Ice House more accessible and connected to the town and its people. They spoke about the people who work here. The harbour and offshore workers stuck on the ships every evening could have a reason to unboard and meet the local members of the community and gain a sense of belonging.

Car free days around The Ice House were also suggested to give the opportunity for the community to fill the roads with activities, stalls and socialising spots and meet new people which would also reduce pollution, it wouldn’t cause too much disruption with 3rd river crossing and encourage healthier lifestyle. They also spoke about connecting The Ice House with the cruise ships and land train; making the seafront and town centre a more cohesive destination and not all focused around the beach as well as faster links with London, big gigs and more connection with the rest of the country.

CULTURAL HUB FOR ARTS AND HERITAGE

The Ice House will be a place for a diverse range of cultural activity (inc. arts and heritage), providing high quality inclusive activity and affordable access. New activity will be developed in response to community and artists' needs and interests. Programmes will be underpinned by the principles of community participation, artist and partner involvement.



GENERAL PUBLIC



Ice Skating

Ice skating could be introduced at The Ice House to fit with its themes and the heritage of the building, available with seasonal openings (open autumn and winter). In the summer roller-skating could replace it. These skating venues will be open to everyone, both residents and tourists and people of all ages can get involved. Ice skating kits could be provided which can generate income in order to cover costs. Refreshments, amusements and food could also be available to make it more of an experience.

YOUNG PEOPLE

Pay Emerging/Young Artists for their Time, Skill or Product

This group had lots of ideas surrounding money! We would like to see good unpaid opportunities turned into great paid opportunities. Business mentors could help teach young artists financial skills, such as how much to charge, copyright rules etc. The Ice House could facilitate opportunities for young people to trade their skills – for example, ‘I’ll teach you silks if you teach me acrylics’, and/or set up a mentoring program for more established artists and performers to give guidance to those starting out. Young people could also be given the chance to curate Ice House commissions.

Gallery Space Meets Musical Theatre

The Ice House could encompass a gallery space with an affordable membership subscription. Even if not exclusively an art space then keep local artists involved – invite artists and families of all ages to see local work. The space should also provide opportunities for people to all work together, creative people supporting each other, bringing outside artists in, with company partnerships, sponsorship/promoting, free space to perform without limitations – karaoke/ poetry nights, runway space etc. A space for all mediums to come together and celebrate local art.



Multidisciplinary Performance Space for Collaboration Opportunities

This group discussed the possibility of a space that gives opportunities to perform but also collaborate with other creatives – this could encompass music, fashion, make-up and stylists, décor/backdrops and industry management skills – such as a modelling show so you can show off fashion with music in the background and photography of the event. Collaborative events could be coordinated between local colleges which would create a space and events that facilitate collaborative creative practices, encompassing all aspects of performance, media, fashion etc. in one place.

eSports and Gaming Space

This group discussed how they’d like to see a traditional and electronic gaming space, with an eSports arena and VR gaming as this is a huge and ever growing industry with lots of interest in the local area. They admitted that the tech spec would need consideration – and good chairs, however there could be space for Games Art on the walls, and open days for gamers to show newcomers the ropes so everyone can get involved and learn new skills.

Free Food and Drink for Performers

This group discussed how when young performers do get gigs, they’re often out of pocket due to the venue’s pricey food and drinks. They suggested that providing free healthy meals/rider for young performers would help to create a healthy environment for them to work in.

PROFESSIONALS

A Showcase for Local Makers, Creatives and Artists

The Ice House could be a place where lots of local creatives no matter their industry or skill level can be championed and celebrated. Local artists could act as consultants to the project to allow it to feel authentic Great Yarmouth with elements of the space being run by the creative community for the creative community, something similar to Impact Hub in Birmingham. Artist representation should be seen from the start to ensure that what’s inside is a celebration of local artists funded by the NPO.



YOUNG PEOPLE

Rave Venue that Attracts the Right Crowd

This group would like a safe, inclusive space for creatives and outcasts, to promote rave sessions and redefine what ‘rave’ is, what it was in the beginning and how it sits now. It could be available to all ages and by providing it for very young people (8-15 years) you could help to educate a positive view of rave – as well as an opportunity for honest drug education. It could also help older people to reconnect, bringing all generations together in the name of rave.



Different music genres, lighting etc. can come under ‘rave’ – it doesn’t have to be high tempo beats, we can redefine rave. There should be opportunities for local people/creatives to have input in the whole process and showcase their work- poster design, moving image, visuals, musicians etc. We could offer live music rave or orchestral even to help showcase it in a different light. Aesthetically relevant venue and decor would be needed to help keep it feeling authentic.

PROFESSIONALS

Creating a Sustainability for Emerging and Established Artists

Young and emerging artists need support but older artists need support too! It’s tough sustaining a living as an artist, especially the gaps between specific projects. To give all artists a space for support The Ice House could be a creative Hub that supports a network for connecting emerging artists and established artists from combined and visual arts sectors in the form of Skills sharing/mentoring/ collaboration/networking events, monthly work sharing/scratch performances event, an Ideas café, a creative directory, a skills exchange/ venue support system – e.g. work the box office for free rehearsal space.



How The Ice House can Contribute to the Vitality and Viability of the Town Considering Plans for Redevelopment

Within the town centre masterplan for Great Yarmouth there is a plan for Hall Quay to become a new food beverage and cultural destination for Great Yarmouth and for North Quay to be transformed into a new centrally located neighbourhood with strong connection with the town centre and waterfront. How could The Ice House fit into these plans?

GENERAL PUBLIC



Space for Body Painting and Music Therapy

This group suggested the introduction of music therapy sessions in The Ice House as they are very easy to set up, inclusive and accessible for all.

SKILL SHARING

The Ice House will enable the community, partners, heritage professionals and artists to come together, network and share their practical skills and knowledge in an accessible 'Creative Lounge' forum.

YOUNG PEOPLE



Affordable Multi-Use Creative Space

This group said that they would like a collaborative space that's affordable for artists to come and join classes, perform or use the tools provided. Out There Arts could form a timetable system that allows classes such as pottery, dance and painting with experienced teachers and equipment. In addition, could schedule fortnightly events such as raves, karaoke and galleries. We also should have clubs and spaces which provide a safe, healthy and inclusive environment such as plus size fashion, LGBTQ+ and drag shows.

How does The Ice House Space Look / Do / Open In Between 'the Creative'

The Ice House could use a multi service model for example the job centre or Age UK using the space to introduce a creative and cultural space to new audiences. The governance structure needs to be diverse and represent the communities both creative and

those living in Great Yarmouth. How could we use the space around The Ice House? Green the space for food and herb growing could provide opportunity to feed into the community with shops for example.

PROFESSIONALS

GENERAL PUBLIC

Dance Lessons

The Ice House could get instructors leading cultural dancing lessons to different levels of ability. Introducing a range of people to different cultures' dance styles. A small charge could be in place to cover costs and food from the different cultures can also be incorporated into these sessions to make it into an immersive experience. In order to be a success this group said that the appropriate equipment is necessary as well as sufficient advertising and marketing – it should definitely be open to everyone.

GENERAL PUBLIC

Art Lessons

This group discussed how invaluable drawing lessons in The Ice House could be with equipment provided as well as instructors. It could include a space where this artwork can be presented and displayed. There could also be poetry nights or pottery sessions or even sculpture lessons. All forms of art can be taught in the space.



International Cuisine

Cooking demonstrations and competitions will introduce people to new ideas and nationalities and cultures different to their own, for example the cuisine of Poland. International cuisine could also accompany other Out There Arts events to get more people trying different foods.



Collaborative Learning/Mentorship Space

The Ice House should be a space that's open and accessible for all to work on their art and creative projects and to brush shoulders with others in a collaborative environment. As well as provide appropriate offers of feedback and mentorship where required. This could feed into a skills audit and or database to connect people together. Crucially the space needs to be open and accommodating to different equipment and artworks. It needs to be versatile.



PROFESSIONALS

Importance of and Offer for Youth

Who are they and what do they want, they need to be asked. Safety should be a priority in the space and surrounding town for example safe cycling routes consistency which need long term plans with the end point being jobs and certificates which builds more opportunities for people. The Ice House could offer events such as makeup/skincare sessions, film and TV nights, invite media personalities, boxing, sport. Could host other events such as a dragon den style youth enterprise.

Encourage recycling, pop up restaurants with an emphasis on nutrition. The Ice House should also provide job opportunities with partners bringing and acting out jobs and working with local faith groups. Connect annually with schools and colleges with an open invitation to The Ice House. There needs to be appropriate financial support for all of this including volunteers.

Pop-Up Repair Shop

This group suggested and discussed the set up of a volunteer led pop up repair shop run at The Ice House by local crafts people who are interested in repairing numerous things from bicycles to electricals to clothes for local people. Retirees could get involved and a partnership could be formed with Norwich Repair Café and Men's Shed who run similar spaces.

YOUNG PEOPLE



Social Media and Creating a Platform

Social media is very current and is a great way of showing off who you are as a person without any filter and artists need to be able to show off and promote their work online in order to gain a larger following. In the creative industry it is very important to get your work and talents known and that is the best way to get your foot in the door for a creative career. Also, making the accounts professional rather than personal based with useful contact information, so that people already in the industry can easily contact you for your work. Social media can help in numerous ways for example live streaming your music, live artwork for people to comment and give their input, letting people higher up in the industry have a view of your talents. Could the Ice House provide opportunities for young artists to create content, or facilitate workshops on how to best use social media?

GENERAL PUBLIC

EDUCATION

Education will play a huge role for The Ice House, not only in circus and outdoor arts, but also in heritage skills, digital media, visual and other performing arts, event production and wider creative industries. Across all three public consultations ‘growing a sustainable creative community’ through teaching, mentoring, facilitating and supporting education in the creative industry sector was highly important and a common thread.



PROFESSIONALS

A Place for Everyone to Grow, Learn, Discover, Collect and Belong

What does sustainability mean for The Ice House a) environmentally, b) economically?

Environmentally The Ice House should be repurposing materials, including insulation and heat pumps. It should also be adaptable and ready for a long and sustainable future which could be achieved with composting toilets!

Another way The Ice House could be environmentally sustainable is to help improve access to Norwich X1.

Economically The Ice House could provide sustained mentorship, long term jobs and a linked business partnership which could help provide jobs shares and accessible working for parents and

carers. Links with colleges and educational programs, community building and normalising the arts destination marketing – big names i.e. Arts Centre and Waterfront can all be utilised in order to share the wealth and keep the money in the town by using local suppliers and local workers and even use the Great Yarmouth pound.



How can The Ice House Engage Those who are Not Traditionally within the Cultural Creative Sector (and Raise the Profile of The Arts)

Engaging civilians in the arts! Arts therapy sessions – carers, activities with broader appeal, gateway activities, Incentives, i.e. warm hubs, family days, theme days. FREE IS KEY!!! Engage professional communities, historic links, fisherman, Salem witch trials, history of rows, reaching out to existing organisations, jobcentre, voluntary Norfolk, shine nursery.



YOUNG PEOPLE

Social Networking to Facilitate Jobs and Apprenticeships

Creating a really good social media presence for The Ice House and all it does, through Instagram, TikTok, Facebook etc. will help to create networks between young creatives and could create a forum that could be used to advertise opportunities. Somewhere to post if someone needs a lighting tech, photographer or stylist for example and connect those with the skills needed to work

available. Having a committed social media team would build up a good online presence that can be used to showcase ways to get involved that would be beneficial to the venue and the performers. It could also be used to advertise for work opportunities or apprenticeships, like stage managers, bar staff to get local people work in the arts.



GENERAL PUBLIC

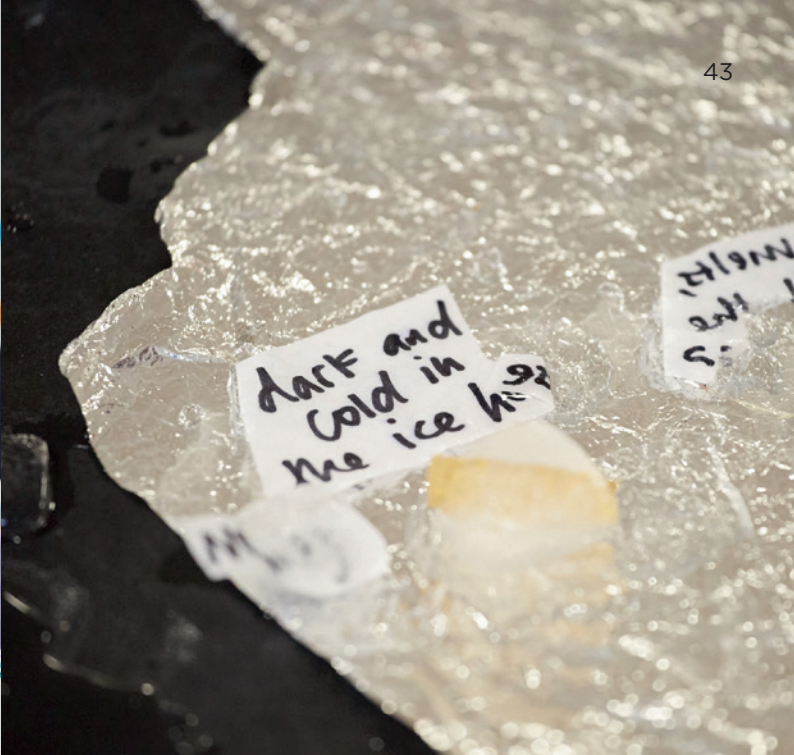
Building an Aquarium

Building an aquarium in The Ice House could educate people about the history of Great Yarmouth's fishing industry as well as educate people on conservation and the life and food cycle of fish. Periodically changing the fish in the aquarium can educate people on even more types of fish. An aquarium could be a source of new tourism. A brilliant way to educate locals on ecosystems and biodiversity in an accessible way.

CREATIVE ART WORKSHOPS

The Ice House's rich history and heritage inspires creativity and community. From its texture and shape, to the colour and stories of its past, the building leaves a strong impression in the town.

In March 2023, the local community of Cobholm and Southtown got stuck in with creative art workshops.





Exploring their artistic responses to the history of The Ice House, those who attended have helped develop the branding of The Ice House when it opens as a National Centre for Outdoor Arts and Circus.



CONCLUDING THOUGHTS

The Ice House has the potential to bring the Great Yarmouth community together and share ideas in common ground. An intersection of ideas, economy, cultures and people, much like its function in the past; The Ice House's future heritage will reintroduce it as an important building in the fabric of the town.

Once an important part of the fishing industry. Now, its potential as a cultural hub for arts and heritage.

Words

Out There Arts and the Great Yarmouth Community

Book Design

Anne Reekie

Open Space Facilitators

Ben Little, Chloe Webb and Skye Vincent at Creative UEA

Creative Workshops Facilitator

Rose Feather

Photography

Peter J Morgan

WHAT INTERESTS YOU ABOUT THE HERITAGE OF THE ICE HOUSE?

ICE HARVESTING? ■ THE FISHING INDUSTRY? ■ THE SOCIAL HISTORY?

Explore the heritage,
join the discussion,
share your interests.

Visit <https://bit.ly/3U8qD6H>
or scan the QR to join
the conversation on the
heritage of The Ice House.



theicehouse.org.uk

