

Borough Council of
**King's Lynn &
West Norfolk**



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 18 October 2010
at 2.15 pm**

Committee Suite
King's Court
Chapel Street
King's Lynn
Norfolk



INVESTOR IN PEOPLE



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Borough Council of
**King's Lynn &
West Norfolk**



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200
Fax: 01553 691663

8 October 2010

Dear Member

King's Lynn and West Norfolk Area Museums Committee

You are invited to attend a meeting of the above-mentioned Committee which will be held on **Monday 18 October 2010** at **2.15 pm** in the **Committee Suite, King's Court, Chapel Street, King's Lynn** to discuss the business shown below.

Yours sincerely
Chief Executive

AGENDA

1 **Apologies for absence**

To receive any apologies for absence.

2 **Minutes**

The Committee is invited to confirm as a correct record the notes of the meeting held on 14 June 2010 (attached at pages 1 – 10).

3 **Matters Arising**

4 **Declarations of Interest**

Please indicate whether the interest is a personal one only or one which is also prejudicial. A declaration of a personal interest should indicate the nature of the interest and the agenda item to which it relates. In the case of a personal interest, the Member may speak and

vote on the matter. If a prejudicial interest is declared, the Member should withdraw from the room whilst the matter is discussed.

5 **Presentation by NMAS Growing Communities Officer on work undertaken with the King's Lynn Growth Point Team**

To receive a presentation from Laura Cole-Matthews, NMAS Growing Communities Officer on her work undertaken with the King's Lynn Growth Point Team.

6 **Reports of the Western Area Manager**

To consider the attached reports:

- (a) King's Lynn Museums Report (attached at pages 11 to 14).
- (b) Town House Museum Closure Implications (attached at pages 15 to 22).

Mr C Bamfield, Executive Director Leisure and Public Space, Borough Council of King's Lynn and West Norfolk has been invited to attend for item 5(b).

7 **Site Update Reports**

Green Quay six monthly activity report for period ended 31 March 2010 – **TO FOLLOW**

8 **Report of the Borough Council**

Update report on the Borough Council's activity and update on the King's Lynn Heritage and Cultural Asset Buildings Review (attached at pages 23 to 26).

9 **Date of Next Meeting**

To be agreed.

To: Borough Council Representatives

Councillors Mrs E Nockolds, Mrs J Murphy, R Searle, Mrs S Smeaton, A Tyler

County Council Representatives

M Chenery of Horsbrugh, Shooting Box Cottage, 113 Church Street, North Creake, Fakenham, NR21 9JQ
B W C Long, 31 Smeeth Road, St Johns Fen End, Wisbech, PE14 8JF
R Rockcliffe, Kiln House, 34 Thieves Bridge Road, Watlington, King's Lynn, PE33 0HL

A J Wright, The Manor House, Syderstone, King's Lynn, PE31 8SD
M Langwade, Oakwood, 19 South Wootton Lane, King's Lynn, PE30
3BS

Substitutes: To be advised by Norfolk County Council

Ex Officio Non Voting Members

Chairman, Joint Museums Committee – Mr S Dunn, 3 Appleacres, Old
Catton, Norwich, NR6 7BA

Vice-Chairman, Joint Museums Committee – Mr Philip Duigan,
Turnpike Close, Dereham Road, Scarning, Dereham, NR19 2NN

Co-opted Non Voting Members

Friends of King's Lynn Museums

Mr D Higgins, Walnut Farm, 8 Beech Crescent, West Winch, King's
Lynn, PE33 0PZ

Trues Yard Fishing Heritage Museum

Joanna Barrett, Museum Manager, Trues Yard Museum, North Street,
King's Lynn PE30 1QW

Green Quay

Michael Dennis, Manager, Green Quay-Wash Discovery Centre,
Marriott's Warehouse, South Quay, King's Lynn, Norfolk, PE30 5DT

Co-opted Youth Representative

Mana Avey

Officers

Mr T Shaw, Administration Officer, Law and Administration, Norfolk
County Council

Mr R Hanley, King's Lynn Museum, Old Market Street, King's Lynn,
PE30 1NL

Ms Vanessa Trevelyan, Head of Norfolk Museums and Archaeology
Service, Shirehall, Market Avenue, Norwich, NR1 3JQ

Borough Council Officers:

Mr John Norton, Executive Director - Regeneration, Borough Council of
King's Lynn and West Norfolk

Mr Tim Humphreys, Tourism Manager, Borough Council of King's Lynn
and West Norfolk

Item 2

NORFOLK COUNTY COUNCIL

BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK

KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

**Notes of a Meeting of the above Committee held on
Monday 14 June 2010 at 2.15 pm
in the Committee Suite, King's Court, Chapel Street, King's Lynn**

PRESENT:

Councillor M Langwade	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs E A Nockolds	- Borough Council of King's Lynn & West Norfolk
Councillor R Searle	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs S Smeaton	- Borough Council of King's Lynn & West Norfolk
Councillor A Tyler	- Borough Council of King's Lynn & West Norfolk
Mr T Humphreys	- Tourism Manager, Borough Council of King's Lynn & West Norfolk
County Councillor M Chenery of Horsbrugh	- Norfolk County Council
County Councillor B W C Long	- Norfolk County Council
County Councillor Mrs J Mickleburgh	- Norfolk County Council
County Councillor A Wright	- Norfolk County Council
M Avey	- Young Person
Dr R Hanley	- Norfolk Museums and Archaeology Service
M Kennedy	- Norfolk Museums and Archaeology Service

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Mrs J Murphy, Mrs V Trevelyan and M Dennis.

2 APPOINTMENT OF CHAIRMAN

RESOLVED: That Councillor Mrs E Nockolds be appointed as Chairman for the remainder of the Municipal Year.

3 APPOINTMENT OF VICE-CHAIR

RESOLVED: That County Councillor A J Wright be appointed as Vice-Chairman for the remainder of the Municipal Year.

4 MINUTES

The Minutes of the Meeting held on 15 March 2010 were confirmed as a correct record.

5 **MATTERS ARISING**

Appointment of Youth Representative

The Chairman explained that, although contact had been made with the West Norfolk Parliament regarding their Youth Representative, no response had been received detailing who was the new representative.

The Chairman explained that she was aware of a young person who was interested in becoming more involved in the Committee. Mana Avey was a young person who had recently been involved in some of the projects run by the Norfolk Museums and Archaeology Service. She was present at the meeting.

RESOLVED: That Mana Avey be co-opted onto the Committee as their Youth Representative for the remainder of the municipal year.

The Chairman welcomed Mana Avey to the meeting.

6 **DECLARATIONS OF INTEREST**

There were none.

7 **PRESENTATION BY OUTREACH OFFICER ON WORK IN KING'S LYNN AND WEST NORFOLK**

Marie Kennedy explained that she was the Outreach Officer for Norfolk Museums and Archaeology Service, focusing on the Western Area.

She provided the Committee with a presentation on recent projects carried out in West Norfolk.

(i) Under 5's Project

This project had recently been carried out in King's Lynn Museums and was based on 'Under the Sea'. The project gave the opportunity for the participants to explore the Seahenge gallery. Participants then had the chance to create a 'sea-scape'.

(ii) Completed projects

The Outreach Officer explained that recently run projects included projects on the Romans, film-making, fashion courses and Henry VIII. All had been very well received.

(iii) Future Projects

The Committee were informed that the Summer programme of activities was available and included projects around the Borough, including Hunstanton, Watlington and Shouldham. Projects would be run on subjects including, The Romans, Tudors and Victorians.

The Outreach Officer explained that to promote the summer activities a stall would be pitched in the Vancouver Quarter in King's Lynn for two days to engage members of the public who would not otherwise know about the projects.

(iv) 'Picture This' project

This project had been funded by the HLF Young Roots programme and involved working with a wide range of community groups. The project entailed working on making films. Mana Avey who was one of the participants in the project explained to the Committee how much she enjoyed working on the project and how it contributed towards gaining skills which helped with building her confidence and securing a place at college.

Marie Kennedy explained that the group made the films and designed the sleeve for the DVD's which were produced as a result. The group also designed invites for the launch of the DVD and the logo for the project. The group re-named the project 'What We've Become'.

Marie Kennedy read out comments from participants in the project, all of who enjoyed the project and felt it helped their career choice.

She hoped that the evaluation DVD for the project would be available to present at the next meeting of the Area Museums Committee.

(v) Women in History project

Marie Kennedy explained to the Committee that another project which had just finished at the end of last year was focused around working with young people who were classed as NEET (not in education, employment or training).

Mana Avey explained that she was categorised as NEET and was one of the participants in the project. She explained that the project explored women from Norfolk history and they worked with a film maker to make a film about each character. The project involved meeting actresses posing as the historical figures who the participants could engage with. It also involved researching the historical figures in the library.

Mana Avey explained that she had enjoyed the project, which she felt had helped her to gain confidence.

Marie Kennedy explained that there were eight people involved in the project at the start and all eight saw the project through to the end. She felt that all participants learnt a lot about history and film making skills. She also informed the Committee that all participants received a Gold Norfolk Youth Award for the project.

The Committee viewed an evaluation DVD about the project which included interviews with the participants.

Marie Kennedy explained that the project had now ended, however all participants were keen to become involved in future projects.

She explained that a further project would be run on the subject Con-men, Murderers and Lunatics and would take place in conjunction with the College of West Anglia. The College of West Anglia had recently picked up on the success of the project and had decided to assist with funding a further project on World War II. The project would involve creation of a film which would be shown at King's Lynn Museum as part of an exhibition. It was also hoped to show the film at King's Lynn cinema.

The Chairman thanked Marie Kennedy and Mana Avey for their presentation and congratulated them on the success of the project.

County Councillor Chenery of Horsburgh explained that he had attended the launch event for the 'Picture This' project and felt it went really well and was impressed with the DVD.

Councillor Tyler praised the scheme and hoped that similar projects would continue. He asked if participants in the project felt that taking part would benefit them when applying for College courses or jobs. Marie Kennedy explained that she had already acted as referee for some of the participants and felt that the projects boosted confidence and provided life skills which she thought would be beneficial when applying to college or for jobs. She explained that all participants of the project were taken on a tour of the College of West Anglia and careers advice was available for the participants from Connexions.

In response to a question from the Chairman, Marie Kennedy explained that she worked with under 5's outside of school time, but there was another Outreach worker who ran projects in schools.

8 REPORT OF THE WESTERN AREA MANAGER

Robin Hanley provided the group with an update report on King's Lynn Museums for the period March to May 2010.

(i) Temporary exhibitions and events

The Lynn Museum re-opened to the public as scheduled on 29 May 2010, following the completion of installation works for the new 'Seahenge Stump' display, a visit by the Committee to view the display had taken place prior to the meeting. Other building and gallery improvement and enhancements had also taken place whilst the Museum was closed. A press preview event for the new 'Seahenge Stump' display had taken place and good coverage had been received in the regional press.

Robin Hanley explained that the centerpiece for the new Seahenge gallery display was the 1.5 tonne great central stump, which was 2.5 metre high and wide. This was safely delivered by specialist movers to the Lynn Museum on 18 April 2010, with the press and public in attendance. Over subsequent weeks, specialist lifting and cradling equipment was deployed to carefully

move and position the stump, prior to it being fixed into a bespoke mount and inserted into a custom-built glass case. A range of specialist contractors were used in the process, which was overseen by the NMAS Conservation Team. Once the stump had been fixed into the display, final conservation work was undertaken to consolidate the surface of the timber. Robin Hanley explained that he was pleased with the end result and felt the public reaction had been good.

During the closure, work in the Chapel Gallery was carried out including the installation of a new backdrop to the Savage's carousel model and repairs to the model turntable. A number of new objects had also been added to the West Norfolk Story displays including paintings by Thomas Bains and recent acquisitions including Saxon metalwork.

Robin Hanley explained that the first temporary exhibition at the Lynn Museum following the site's re-opening was the 'What We've Become' project. The Committee had received a presentation on this project earlier in the meeting. Participants in the project designed the exhibition display, which took the form of a teenager's bedroom. Within the exhibition, the public could view the films created as part of the project.

The Committee was informed that a programme of family events had taken place at the Town House Museum during the Easter school holidays. These included: Victorian Servants; Medieval Fashion; Medieval Murals; and a World War II Mystery. Projects had also been organised in the Lynn Museum and were themed around Seahenge. Seahenge dance workshops had recently taken place where participants worked with a dance teacher to create a short performance inspired by Seahenge. An under 5's session themed on 'under-the-sea' was also held. Each event had approximately 15 to 20 participants.

(ii) Other Museum Developments

Robin Hanley explained that during the closure of Lynn Museum, a range of maintenance projects had been undertaken. Major damp-proofing, re-plastering, lime-washing and re-painting works were carried out on internal walls in the Seahenge and Chapel galleries. Debris clearance works were also undertaken in roof voids. A major programme of display furniture and collections cleaning was also undertaken during the closure period.

(iii) Friends of King's Lynn Museums

Robin Hanley informed the Committee that the Friends of the Museum had provided key match funding which had facilitated the purchase of two important Saxon gold metal detector finds from West Norfolk. The objects had now been placed on display in the West Norfolk Story Gallery. Additional funding for these purchases came from the MLAV&A Purchase grant fund and the National Art Collections Fund.

(iv) Partnership Projects

The Committee were informed that the latest travelling exhibition and events programme organised by the Fenland Partnership was 'Fenland Stories',

which explored both traditional and modern Fenland tales and stories. Fenland Stories was launched at Ramsey Rural Life Museum in April. The exhibition was now touring around the Fens and was currently at Flag Fen in Peterborough and would soon be moving to Thorney Museum. The exhibition would end at Lynn Museum in summer 2011. Robin Hanley explained that the exhibition had been popular and he would provide the Committee with visitor figures at the next meeting.

Linked with the 'Fenland Stories' project, additional funding had been secured to facilitate a 'Fenland Learning' project led by Ely Museum. This project would see a range of story telling resources being developed for partner museums wishing to work with local schools.

Robin Hanley explained that the Borough Council had commissioned the NMAS Renaissance funded Growing Communities Project to work with local residents to collect their memories and photographs of King's Lynn showing how it has changed since the 1960's. The resources would be collated to create a touring exhibition before a final fixed exhibition at King's Lynn Museum from January to March 2011. The project was focusing on five key areas of King's Lynn: Hillington Square, Fairstead Estate and South Lynn, Town Centre and Vancouver Centre and North Lynn Industrial Estate.

Robin Hanley informed the Committee that Freebridge Community Housing had invited NMAS to support the Hillington Square project. Freebridge Community Housing had commissioned Wayne Hemmingway of Hemmingway Designs to work in partnership with local stakeholders and residents to regenerate the estate. There had been an interest in NMAS becoming one of the partners involved in delivering the project. NMAS had a stand at the Hillington Square recent launch event for residents which featured a display of old photographs of the estate being built and a selection of 1960's objects.

(v) Learning and Outreach

The Committee was informed that school booking levels to the museum for the Summer term was encouraging. There were 1,348 school visits during the year 2009-2010 which was an increase of 300 on the previous year.

The Community Outreach Officer was continuing to deliver programmes for young people categorised as NEET. The Committee received a presentation on the work of the Outreach Officer earlier at the meeting.

(vi) Visitor Numbers

Robin Hanley circulated visitor figures for Lynn Museum and the Town House Museum. He highlighted that Lynn Museum had been closed from 30th January until 29th May 2010 and the Town House Museum was closed throughout January 2010, except for school visits.

The Chairman invited questions on the report, some of which are summarised below:

In response to a question regarding publicising Seahenge, Robin Hanley explained that the Museum had liaised with Norfolk County Council's Communications department regarding press releases which had been picked up regionally. Some specialist interest had also been received. The Committee was informed that an article had also been published in a recent edition of the Your Council publication. Tim Humphreys explained that work would be carried out to include Seahenge in tourism publications.

County Councillor Long asked if the refurbishment of the Museum and installation of Seahenge had taken place within budget. Robin Hanley explained that the work was carried out under budget, which allowed for additional work to be carried out at the same time. He informed the Committee that the project had been well planned by the Project Manager and all works were completed on schedule.

The Chairman explained that this meeting had been preceded by a visit to the Museum to view Seahenge in situ. She encouraged other members of the Committee, who were unable to attend the visit to have a look around the Museum to view the exhibition.

In response to a question regarding school visits, Robin Hanley explained that most school visits were to the Town House Museum as there was more space available and more resources for schools that fitted in with the curriculum. However, now that there had been changes to the curriculum, the Lynn Museum may be able to offer more visits to schools.

The Chairman felt that it would be beneficial for the Committee to visit the Town House Museum. Robin Hanley agreed to arrange this meeting prior to the next scheduled meeting of the Committee and members would be informed of arrangements in due course.

In response to a question, Robin Hanley explained that the King's Lynn Town Guides did not provide tours in the Museums. They did, however, promote the Museums in King's Lynn.

9 GREEN QUAY SIX MONTHLY ACTIVITY REPORT FOR PERIOD ENDED 31 MARCH 2010

No report had been received so this item was deferred until the next meeting.

10 TRUE'S YARD MUSEUM SIX MONTHLY ACTIVITY REPORT FOR PERIOD ENDED 31 MARCH 2010

The Chairman informed the Committee that a written report from True's Yard had been circulated to members prior to the meeting. The report explained that visitor numbers for the year 09/10 had shown a good increase on the previous year.

In February the new extension was officially opened at True's Yard by HM The Queen and HRH Prince Philip.

A small grant from the association of independent museums had been received which enabled True's Yard to embark on a project to revitalise a corridor from the galleries to the outside yard by transforming it into a North End street scene.

Trust Chairman Paul Richards had created a team of 11 volunteers all trained to become North End Tour Guides who offered local walks encompassing the Museum, St Nicholas Chapel and Pilot Street. The guided tours ran every Wednesday from May to September and on Saturdays throughout June and July.

Unfortunately True's Yard had recently become a victim of crime after two strips of lead had been taken from the lobby roof. County Councillor Rockcliffe advised True's Yard to investigate the possible use of 'smart water' in the future. This was a specialist unique paint that could be painted on the lead so that if it was stolen and then recovered it could be traced back to True's Yard.

The HLF project was continuing with building work now complete, as was work on the fishing smack and work of the Outreach Officer continued. Councillor Langwade informed the Committee that photos of the renovation work to the fishing smack were available on King's Lynn forums website.

11 REPORT OF THE BOROUGH COUNCIL

Tim Humphreys updated the Committee on tourism marketing and operation of the tourism and heritage facilities operated by the Borough Council during the period January to May 2010.

(i) Tourist Information Centres and the Gaol House

Visitor numbers to Hunstanton and King's Lynn Tourist Information Centres had been lower in January and February 2010 than for the same period in 2009. This pattern had continued with poor weather in March, but figures for April and May were comparable with 2009. Overall for the period January to May 2010 visitor levels were around 7% down.

Counting procedures at Downham Market Tourist Information Centre changed in April 2009. Figures for April and May 2010 could now be compared. Figures showed a 14% increase.

Visits to Tales of the Old Gaol House were 13% lower for the period January to April than in 2009. He felt that this was because an ongoing tourism service review meaning that the Tales of the Old Gaol House had not been included in some promotional material.

(ii) West Norfolk Holiday Guide and Advertising Campaign

Tim Humphreys explained that the promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide had delivered good results to date. Direct requests for the guide through the West Norfolk

campaign had reached 37,000 and requests through East Anglia Seaside campaign had reached 16,055.

An additional 40,000 copies of the guide had been distributed to Tourist Information Centres within the UK and locally at exhibitions and events.

(iii) Destination Management System and Website

Tim Humphreys provided the Committee with a demonstration of the system which linked with East of England Tourism. A new West Norfolk destination management system had been developed and would be used to provide data on numerous aspects of tourism. The first part of the system to go live had been the events section of the website which enabled users to search for details of events, by date, event type, location, price accessibility etc. Each event entry automatically highlighted other events at that location. Events would automatically be removed once the date of the event had passed.

Event organisers could get their event details included on the database by completing an on-line form found on the events webpages.

Work was continuing to develop the site further. The existing accommodation section of the website would be replaced by a new accommodation section. This development would hopefully include the facility for accommodation providers to be able to update details on-line about their product, prices and room availability.

In response to a question, Tim Humphreys explained that accommodation providers did pay to be included in the West Norfolk Accommodation Guide, and as part of this package their product would be featured on the website.

It was expected that further developments to replace existing website content with new searchable information linked to the destination management system would include details of attraction and permanent exhibitions.

The Committee discussed recent press coverage regarding joint arrangements between Sheringham and Cromer, who had recently put on a joint event. Tim Humphreys explained that the main West Norfolk tourism brochure did promote the Borough as a whole, with equal focus on all areas.

(iv) Red Mount and South Gate

The programme of public open days at the Red Mount Chapel and South Gate were now taking place. Both sites were open from 12.00 to 3.00pm on Wednesdays and Saturdays from the end of May to mid September and for the first time would be open on Sundays throughout August. The joint ticket which covered access to both sites was valid throughout the period of opening and cost £2.00 for adults, accompanied children were free.

(v) Tourism Service Review

The Committee were informed that a tourism mini service review was being undertaken as part of the Borough Council's service review process. A report

and recommendations from the review were soon to be considered through the Borough Council's decision making process,

The current service reviews being undertaken may impact on net budgets and delivery of tourism and heritage facilities.

12 DATE OF NEXT MEETING

The next meeting of the Area Museums Committee would be held on Monday 18 October 2010 at 2.15pm in the Committee Suite, Ground Floor, King's Court, Chapel Street, King's Lynn.

The meeting would be preceded by a visit to the Town House Museum, time to be advised.

The meeting closed at 3.43pm



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01553 773450 and we will do our best to help

**KING'S LYNN & WEST NORFOLK
AREA MUSEUMS COMMITTEE**

18 October 2010

Item No. 6(a)

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museums in the period June to September 2010**

1. Temporary exhibitions and events

- 1.1 The Lynn Museum has now entered its free admission period, which extends from October to March.
- 1.2 The first temporary exhibition at the Lynn Museum following the site's re-opening after Seahenge stump installation works was *What We've Become*, part of the *Picture This* HLF-funded youth outreach programme featuring a range of films made by the young people exploring their approach to the themes of identity and place.
- 1.3 The Embroiderers Guild exhibition ran at Lynn Museum from July to August and featured a range of colourful textile pieces. The display was complemented by an extensive programme of activities led by volunteer Guild members, who staffed an activity table in the museum reception throughout the run of the exhibition.
- 1.4 The current temporary exhibition at Lynn Museum is *World War Two: Local Secrets and Stories*, which runs until 8 January. This exhibition explores the subject of everyday life in Norfolk during WW2 as told by local people. The displays feature a range of wartime collections, photographs and documents, including letters from former POW's. The exhibition also features a film made by local young people who interviewed a number of local residents about their recollections of the war. Following its run at Lynn Museum, the exhibition will move on to Gressenhall and Ancient House Museum, Thetford. A range of complimentary family and schools events have been planned.
- 1.5 A broad programme of events was organised by the Community Outreach Officer for the school summer holidays, delivered both on

museum sites and as outreach to local communities. Sessions included *Beware of Boudica!*; *Victorious Victorians*; *Majestic Monarchs*; *Green Men & Marsh Spirits*; *Animated Marsh Monsters*; *Creatures from the Black Fen*; *Terrific Tudor Treasure* and *Gorgeous Georgian Masks*. Sessions were delivered at Lynn Museum, Town House Museum, Shouldham village hall, North Lynn Discovery Centre, Watlington village hall and Hunstanton Town Hall. 584 children and adults participated in these activities through out July and August.

- 1.6 A range of innovative half term Seahenge-themed events were delivered in June to mark the re-opening of the Lynn Museum following the installation of the Seahenge stump display. For the *Seahenge Dance Workshops* participants worked with a dance teacher to create a short performance inspired by Seahenge. In *Under the Sea* – a playful session offered activities aimed at the under 5's.

2. Other Museum Developments

- 2.1 The Lynn Museum has continued to benefit from excellent coverage in the Lynn News through the weekly *History on our Doorstep* series of articles highlighting different objects from the museum's collections.
- 2.2 External maintenance works will commence on the reception roof of the Lynn Museum during October.

3. Friends of King's Lynn Museums

- 3.1 The Friends are continuing to offer a varied programme for members and membership levels remain strong. The Friends continue to support a long-term programme of painting conservation for King's Lynn oil paintings.
- 3.2 The Friends recently held their summer lecture at Thoresby College, with Dr John Davies from Norwich Castle Museum talking on the subject of Boudica and the Iceni
- 3.3 The latest edition of the Friends newsletter has been published. The Friends will be holding their AGM at the Lynn Museum on the 11 October.

4. Partnership Projects

- 4.1 King's Lynn Museums continue to lead the Greater Fens Museums Partnership as part of the NMAS role as lead partner for the East of England Hub for *Renaissance in the Regions*. Some twenty museums and heritage sites continue to be involved with the partnership.
- 4.2 The latest travelling exhibition and events programme organised by the Fenland Partnership is *Fenland Stories*, exploring both traditional and modern Fenland tales and stories. A range of innovative community

films created specially for this exhibition feature on an interactive willow tree that forms the centrepiece of the display.. The exhibition is now touring across the Fens and is currently on show at Whittlesey Museum in Cambs. Sixteen museums and other venues currently feature on the exhibition tour, which will end at Lynn Museum in Summer 2011.

- 4.3 To complement the *Fenland Stories* project, a programme of over thirty outreach events was run at partner museum sites across the Fens during the school summer holidays.
- 4.4 The NMAS Renaissance-funded *Growing Communities* project officer has worked with the Borough Council's Growth Point team to develop the *Memories of Lynn* project. This has involved a series of community reminiscence events where local residents were encouraged to share their memories and photographs of King's Lynn, showing how it has changed from the 1960s to the present day. These resources have been drawn together to create a touring exhibition telling the story of the town's development which launched at King's Court on 1 October. This work is being complemented by a film made by local young people exploring how the town has changed since the 1960s through intergenerational interviews with local residents. The exhibition will visit a range of local community venues, with a fixed exhibition at the Lynn Museum from Jan-June 2011. The project has focussed on five key areas of Kings Lynn: Hillington Square, Fairstead Estate and South Lynn, Town Centre and Vancouver Centre, and North Lynn Industrial Estate.
- 4.5 Both the Lynn Museum and Town House Museum were open with free admission for Heritage Open Day on 12 September. On this very busy day there 828 visits to the Town House Museum and 591 visits to the Lynn Museum.

5. Learning & Outreach

- 5.1 Between June and September the Learning Officer has worked with 250 school children in the museum. School bookings levels for the Autumn term are looking promising, with another 200 children already booked to visit before December.
- 5.2 The Learning Officer is also involved in an extended schools outreach programme at Reffley Primary School. Fifteen Year 6 pupils are investigating the history of Reffley Temple using information, objects and documents from the museum collection. This project will run until December.
- 5.3 The current schools programme includes a special World War Two event to link with the temporary exhibition at the Lynn Museum, along with sessions on Invaders and Settlers, Romans and Iceni, Maritime Life, Fenland Life and Archaeology

- 5.4 West Norfolk Home Educators have booked in a series of visit to the museum to explore aspects of local history, including Victorian Servants, Captain Vancouver and Toys.
- 5.5 From October there will be a children's History Club running every Thursday in term time at the Lynn Museum. This has been funded by the Gifted and Talented scheme and is aimed at KS2 children. The focus will be on historical enquiry skills and local history.
- 5.6 The Community Outreach Officer is continuing to deliver programmes for young people categorised as NEET (not in education, employment or training). Further Renaissance funding has been secured for a successor project with a group of young people who participated in recent film-making projects. Funding has also obtained through the College of West Anglia to facilitate the delivery of further NEET programmes in King's Lynn. The last project focussed on World War II and local memories from residents. The young people dramatised the memories and created a short film that became part of the World War II exhibition at the Lynn Museum. Ten young people aged between 16-18 took part in the project, eight of which have now gone back into full time education at the College of West Anglia. The next NEET course begins on 13 October and runs for ten weeks. This project will link in with the *Memories of Lynn* exhibition.

6. Visitor numbers

- 6.1 Visitor figures for the period will be circulated at the meeting.

7. Resource implications

- | | | |
|-----|-------------------------------|------|
| (a) | <u>Finance</u> | None |
| (b) | <u>Property</u> | None |
| (c) | <u>Staff</u> | None |
| (d) | <u>Information Technology</u> | None |

8. Recommendations:

That the Area Museums Committee notes the report

Originator of report:
 Dr Robin Hanley
 Western Area Manager
 Norfolk Museums & Archaeology Service
 Town House Museum
 King's Lynn PE30 5DQ
 Tel: 01553 773450
 e-mail: robin.hanley@norfolk.gov.uk



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01553 773450 and we will do our best to help

**KING'S LYNN & WEST NORFOLK
AREA MUSEUMS COMMITTEE**

18 October 2010

Item No. 6(b)

TOWN HOUSE MUSEUM CLOSURE IMPLICATIONS

Report by the Western Area Manager

This report describes the initial implications of the Borough Council's proposal to close the Town House Museum. It also identifies opportunities for maintaining and enhancing NMAS service delivery through a re-developed Town Hall complex.

1. Background

- 1.1 The Borough Council has indicated that it intends to seek the closure of the Town House Museum as part of a wider efficiencies-based project to relocate Visual Arts and Registrars services to the Town Hall and enhance public access to the Town Hall's historic spaces.
- 1.2 In addition to the public display spaces of the Town House Museum, NMAS currently has office accommodation, collections and non-collections storage in the Town Hall building.
- 1.3 The Town House currently provides the focus for NMAS schools and community outreach programmes in King's Lynn, elements of which make regular use of hired spaces in the Town Hall. For example, the Courtroom is used as a key part of Victorian schools sessions. Most of the outreach projects with young people have used Town House and adjoining Town Hall spaces. The Fenland project is based at the museum, which also provides the administrative base for King's Lynn Museums.
- 1.4 NMAS service delivery in King's Lynn is governed by an annual Service Level Agreement with the Borough Council. The value of the SLA in 2010-11 is £50,470. The agreement covers the operation of the Lynn Museum and Town House Museum and the museums store off Kings Street. It also provides for NMAS delivering a range of services including collections management, public enquiries, interpretation, schools and community outreach programmes. It also provides for access to NMAS central services including conservation, display, marketing and management. In addition, the SLA covers the cost of offering 6 months free admission at the Lynn Museum.

- 1.5 NMAS and Borough Council officers have discussed the Town House closure proposals and are currently exploring opportunities for NMAS to support the delivery of a range of interpretation, curatorial and learning services within the redeveloped Town Hall complex. It is anticipated that a revised SLA will be agreed following the completion of these discussions.
- 1.6 The Borough Council has indicated that it will provide appropriate alternative office and storage accommodation for NMAS use following NMAS vacating existing spaces in the Town House and Town Hall.

2. Issues arising from the planned closure of the Town House Museum

- 2.1 The closure of the Town House would require careful demounting, recording, packing and removal of displayed collections. NMAS staff based in King's Lynn and in the central NMAS conservation team have experience of packing up museum collections linked to vacating museums in advance of capital development projects (e.g. Lynn Museum).
- 2.2 NMAS staff will liaise with Borough Council colleagues to agree an appropriate timescale for the museum pack-up. NMAS will also identify the additional resources required to undertake this work, which the Borough Council will need to provide.
- 2.3 Key issues to be addressed will include:
 - Development of pack-up project plan with key timelines
 - Sourcing staff, materials and other resources to undertake pack-up
 - Refresher collections packing training for relevant staff
 - Careful packing and documentation of all displayed collections
 - Appropriate transport and storage of packed collections
 - Dismantling of display fittings, office equipment, ICT, shop fittings & furniture
 - Transport and storage of non-display items
 - Identification and fit-out of new NMAS office accommodation
 - Arrangements for maintaining NMAS access to Town Hall spaces for schools and outreach programmes

3. Opportunities for NMAS to deliver future services through a re-developed Town Hall complex

- 3.1 NMAS is currently discussing a range of opportunities where NMAS specialist skills could deliver both existing and enhanced services through the re-developed Town Hall. There would also be opportunities to develop partnership working with the relocated visual arts team.
- 3.2 There is scope to re-display significant parts of the collections currently on show in the Town House within the re-developed Town Hall. There is also scope to maintain, develop and expand a range of key NMAS services including schools programmes and activities aimed at young people.

3.3 It is anticipated that any additional NMAS service delivery linked to the Town Hall would be governed by a new SLA with the Borough Council.

3.4 NMAS could support the development of new interpretation for visitors to the re-developed Town Hall complex including:

- Informed by public consultation, the development of a strong interpretation “storyline” for the Town Hall based around the themes of the lives of King’s Lynn people and the town’s civic life. The interpretation of the storyline would draw on the historic building, borough archives, the Regalia, relevant museum collections and paintings
- Development of an orientation display featuring key civic and museum collections, replica archives & Regalia e.g. King John’s cup.
- A range of themed bespoke display cases showcasing key King’s Lynn collections located at key points around the Town Hall complex e.g. Retiring Room, Courtroom, Stone Hall, Assembly Room, Card Room
- Re-organisation and re-display of Borough Council paintings including the use of stored art works, with scope for featuring contemporary works via the Visual Arts team
- Provision of a flexible audio guide system and content enabling visitors to independently explore the heritage spaces and collections of the Town Hall, with the potential for “zoning” to accommodate venue hire of different spaces
- Options for use of AV screens & interactive elements to promote other heritage sites and collections in the borough
- Provision of specialist advice in the areas of security and conservation requirements

3.5 NMAS can also support the delivery of a range of long term specialist services in the Town Hall complex including:

- Expanded programmes for schools utilising the historic spaces and collections e.g. in the Courtroom
- Curation & collections management of displayed collections across the Town Hall complex
- Specialist conservation advice e.g. Town Hall paintings & Regalia
- Development of temporary exhibition programmes to explore different aspects of the collections and buildings
- Event and outreach programmes to attract new and repeat audiences to the Town Hall.

4. Next steps

4.1 NMAS staff will continue to liaise with colleagues from the Borough Council in regard to the following key areas:

- Timetabling and resource requirements for the Town House Museum pack-up project
- Provision of appropriate alternative office and storage accommodation

- The role for NMAS in providing new displays and interpretation in the re-developed Town Hall
- The role for NMAS in delivering long-term specialist museum services in the re-developed Town Hall.

4.2 It is anticipated that following these discussions, a new SLA will be developed that is funded to the appropriate level.

5. Resource implications

- (a) Finance
Potential impact on SLA funding from the Borough Council, subject to level of future NMAS service delivery through Town Hall
- (b) Property
Under current proposals NMAS will lose existing office and non-collections storage accommodation in the Town Hall. The Borough Council have indicated they will provide alternative accommodation
- (c) Staff
The closure of the Town House Museum may impact on museum staffing levels, as may any reduction in NMAS service provision in the Town Hall
- (d) Information Technology
The relocation of NMAS office staff will have ICT resource implications for NCC

6. Recommendations:

- i. That the Area Museums Committee notes the report
- ii. The Area Museums Committee supports NMAS involvement with the development and delivery of future heritage services in the re-developed Town Hall complex

Originator of report:
Dr Robin Hanley
Western Area Manager
Norfolk Museums & Archaeology Service
Town House Museum
King's Lynn PE30 5DQ
Tel: 01553 773450
e-mail: robin.hanley@norfolk.gov.uk

Item 6(b)
Appendix 1

REPORT TO CABINET

Open		Would any decisions proposed :		
Any especially affected Wards	Discretionary /	(a) Be entirely within cabinet's powers to decide NO		
	Operational	(b) Need to be recommendations to Council YES		
		(c) Be partly for recommendations to Council NO and partly within Cabinets powers –		
Lead Member: Cllr Lord Howard E-mail: cllr.greville.howard@west-norfolk.gov.uk		Other Cabinet Members consulted: Cllrs Nick Daubney, Roy Johnston, Elizabeth Nockolds, Jason Law		
		Other Members consulted:		
Lead Officer: Chris Bamfield E-mail: chris.bamfield@west-norfolk.gov.uk Direct Dial: 01553 616648		Other Officers consulted: Management Team, Sam Winter, Mike Walsh		
Financial Implications YES	Policy/Personnel Implications YES	Statutory Implications (incl S.17) NO	Equal Opportunities Implications NO	Risk Management Implications NO

Date of meeting: 7 September 2010

KING'S LYNN TOWN HALL / ARTS CENTRE

Summary

The report considers options to create revenue savings from improving use of the Town Hall as a centre for Civic Activity. To achieve this will involve the closure of the Town House Museum and the location of the Visual Arts section and the Registrar's service into the Town Hall.

Recommendation

That Council be recommended to;

- Agree the termination of the lease with Norfolk County Council for the Town House Museum
- Agree to the closure of the Arts Centre Visual arts facilities at their transfer to the Town Hall.
- Agree the proposal to locate the Registrars into the Town Hall and give delegated authority to the Property Services Manager to negotiate and agree terms with Norfolk County Council for the re-location.
- Agree proposals for extended use of the Town Hall including authority to commence the required building works within existing budget.
- Delegate authority to the Executive Director, Leisure & Public Space in consultation with the Cabinet Member for Special Projects and other appropriate Cabinet Members to implement proposals.
- Delegate authority to the Property Services Manager to negotiate with the National Trust for a variation of the lease of the Arts Centre.

Reason for Decision

To obtain cost/benefit gains from use of the Council's assets.

BACKGROUND

- 1.1 The King's Lynn Town Hall is currently an under used asset with no regular daily use.
- 1.2 The Town House Museum has low levels of use and is leased to the Museum Service under the joint museums agreement, the Council pays a contribution of £50,500 per annum to the Norfolk Museums Service as a contribution to their activities in West Norfolk. A large part of this assists with museum outreach work.
- 1.3 King's Lynn Registrars are seeking alternative accommodation to their existing premises.
- 1.4 As part of the current budget review, the option to rationalise assets has been examined.

2. PROPOSAL

- 2.1 It is proposed that the Council terminate the lease of the Town House Museum to the County Council. This will allow the following changes to the Town Hall operation to maximise its use;
 - * The Registrars are accommodated in the Town Hall using some museum spaces, 2 offices currently used by the Museum Service outreach staff and the Civics Office.
 - * The Civics Office is moved to the existing Mayoral Parlour and the Council Chamber becomes the Mayoral Parlour.
 - * The current entrance to the Town House Museum becomes the main entrance for the Town Hall utilising the existing reception point.
 - * The King's Lynn Arts Centre visual arts operation is transferred to the remaining area of the Town House Museum.
 - * Improved CCTV, new interpretation material to be provided to allow visitors to the Town Hall to access the Retiring Room, Court Room and Stone Hall. (Integrated fee for Heritage Tour).
 - * Upper area of the Town House Museum to be used for office, meeting and display space.
 - * Display material from the Regalia Room to be relocated into the Town Hall at various points in the building, this would be the copies of Charter documents, etc. Also improve interpretation e.g. by translation of King John Charter.
 - * Space created in Regalia Room to be filled with relevant and good quality museum exhibits that can be changed on a cyclical basis.
 - * The "Exhibition Area" to be cleared and re-furbished to create a general open space for Exhibitions.
 - * Upgrade the existing Archives areas to improve storage and facilities for visitors.
 - * Work with Norfolk Archive service to digitise some archives and make them available on the internet and examine other options.

- * Work with King's Lynn Heritage Groups to increase opening hours of the Town Hall complex.

3. FINANCIAL IMPLICATIONS

3.1 Revenue

Savings from the closure of the existing King's Lynn Arts Centre buildings and letting for commercial use combined with charged use for the Town Hall including a receipt from the Registrars and a reduction in the museum grant are estimated at £80,000 - £100,000.

Further work on promotion and charging for a combined Gaol House/Regalia/Museum/Town Hall experience to generate revenue.

3.2 The current capital programme includes provisions in 2010/2011 totalling £333,200 for various works at the Town Hall and Arts Centre with a further £198,000 set aside in 2011/12 for roof repairs to the Guildhall. A budget of £500,000 is included in the 2013/2014 programme for work on the Archives in the Town Hall.

3.3 It is proposed to review the programme of works to the two facilities with a view to revising the order and timing of the projects in order to first deliver the works that will improve the use of the Town Hall whilst providing for sufficient budget to carry out necessary works to protect the Archives and Arts Centre.

3.4 The work can be progressed immediately within existing budget provision. The revised programme and timing of spend will be included in the next report on the Capital Programme to be submitted to Cabinet and Council in November 2010.

4. BENEFITS

4.1 In addition to the financial benefits, there are a number of operational advantages;

- * The Town Hall becomes the Centre of Civic Life for the Borough and would be open 6 days per week.
- * Arts exhibitions and events will be an attraction for residents and visitors to use the Town Hall on a frequent basis.
- * Many residents and visitors using the registry service, in particular for marriages, will be able to experience the heritage of King's Lynn. Opportunities to promote commercial marriage services.
- * Integrating the Arts and Entertainment area with the Town Hall creates opportunities for revenue generation.
- * Cross promotion of other attractions including the Gaol House and Custom House as part of a riverside heritage offering.

5. TIMESCALE

5.1 The Town House Museum closes from the end of October until the end of February. If a decision is made to proceed with the closure at this

meeting then the target would be to have new arrangements in place for early in the 2011/12 financial year.

6. CONSULTATION

- 6.1 Meetings have taken place with the Norfolk Museums Service and the Registrars and agreement to the proposals obtained.
- 6.2 Further ongoing consultation required with staff and user groups.

7. POLICY AND PERSONNEL IMPLICATIONS

- 7.1 There will be Management and Structural changes for the Town Hall to be contained within existing budgets.

Item 8

Committee: King's Lynn & West Norfolk Area Museums Committee

Date: 18th October 2010

Report from: Tourism Manager, Borough Council of King's Lynn & West Norfolk

1 Introduction

The report updates members of the Area Museums Committee on tourism marketing and the operation of the tourism and heritage facilities operated by the Borough Council during the period June – September 2010 and with reference to 2010 calendar year data.

2.0 Strategic tourism initiatives

2.1 West Norfolk Holiday Guide and advertising campaign (2010)

The promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide have delivered good results to date.

	Target	To date
Direct request through West Norfolk campaign (06.10.10)	46,000	42,651 (to
Direct requests through East Anglia Seaside campaign (completed)	14,000	16,055

An additional 40,000 copies are distributed to Tourist Information Centres within the UK, and distributed locally including exhibitions and events.

2.2 West Norfolk marketing campaign 2011

Planning is currently underway for the 2011 destination marketing campaign. The 2011 West Norfolk Holiday Guide is currently in production and will be printed in December. The marketing campaign aimed at generating enquiries will commence in early January. Where To Go and What to Do in West Norfolk will be published in January with distribution across Norfolk and surrounding areas taking place from February onwards. New editions of Discover King's Lynn, Hunstanton mini guide and Downham Market mini guide will be published by March 2011.

2.3 The Borough Council in partnership with the West Norfolk Tourism Forum are continuing to develop and explore opportunities for developing new strategic marketing approaches in particular in the current environment of change at local, sub regional and national level which may influence future approaches to marketing and development of the tourism economy. In particular opportunities for more collaborative marketing of the tourism product based around the north Norfolk coast will be explored.

3 Destination Management System and website

3.1 The new accommodation section on the website www.visitwest.norfolk.com, using the facilities and content of the new Destination Management System is

nearing completion and will go live very shortly. The existing accommodation section appearing on the website will of course remain functional until the new facility goes live.

4 Tourist Information Centres (TIC's)

- 4.1** Visitor numbers to Tourist information Centres have been good, although lower than the record levels achieved in 2009. Both King's Lynn and Hunstanton TIC's saw figures lower than normally expected during the January – March period. Figures for August were also lower than expected. In King's Lynn the August figures were also lower than 2009 when the Hanse festival exhibition attracted significant additional numbers. September figures were high at both TIC's. This pattern is also reflected with the TIC service operated through the Council Information Centre at Downham Market

Overall to date, figures are around 9% lower than 2009 but around 2% above the average for the four preceding years.

5 Heritage sites

5.1 Heritage Open Day

Heritage Open Day took place on Sunday 12th September, organised by the King's Lynn Civic Society and supported by the Borough Council, Town Guides, King's Lynn Preservation Trust, local businesses, private residents and English Heritage.

The event featured an increased number of 39 locations or venues open to the public as well as historical re-enactments and a vintage bus service. Despite featuring more sites to visit overall, visitor numbers at individual sites also showed an increase on 2009.

Publicity for the event was increased for 2010 with wider distribution of the Heritage Open Day programme and production of a promotional flyer targeting potential visitors within around 30-40 miles of King's Lynn.

5.2 Red Mount and South Gate

The programme of public open days at Red Mount Chapel and South Gate ran from 29th May to 11th September 2010 on Wednesdays and Saturdays plus the introduction of Sunday opening in August. Opening times were 12.00 – 3.00pm of all dates. Both sites were promoted on a joint ticket basis, £2 adults, children free. Visitor numbers were lower than in 2009, the first year that Red Mount Chapel was open to the public.

5.3 Tales of the Old Gaol House/Regalia Rooms and the King's Lynn Archive

Due to reductions in staff levels, opening times during April - October were reduced from 6 days per week in previous years to 5 days per week during 2010. Following the recommendations from the tourism service review, the site is due to close to the public after 30th October, with access to the Archive and Regalia rooms maintained on Fridays. The site is scheduled to re-open to the public in April subject to changes now proposed for the wider Town Hall complex (see separate report)

5.4 Pilgrimage trail

Based on the Pilgrimage Trail developed in 2007, plans have been developed for the introduction of Royal National Institute of Blind People - React system to be introduced. The system provide strategically placed speaker units at locations around the Pilgrimage trail, which are activated by a trigger fob and which delivers pre-recorded messages to help blind or partially sighted people confirm their location and orientate themselves with their surroundings.

5.5 Normans in Norfolk

The Borough Council, Museum Service, Norfolk Record Office, Civic Society and other organisations worked with Norfolk Tourism and BBC Learning to co-ordinate a wide range of special events and activities from August to October as part of BBC Hands on History and to tie in with the BBC's Norman season on TV, radio and online. A hands on history guide to support the campaign was produced which features events in King's Lynn and Castle Rising, as well as featuring locations such as Castel Acre Priory as key sites to visit.

6 Ambassadors programme

The Borough Council run West Norfolk Ambassador programme has continued to enrol more people as West Norfolk Ambassadors. The current autumn programme has included session in September, October and November, with most sessions run to capacity and with over 650 people now having completed the programme. The special free guided walks now offered to delegates who have completed the Ambassadors programme have continued to prove popular.

7 Regeneration service review

- 7.1 Through the regeneration service review, part of the Borough Council service review process, the operational management of tourism and heritage facilities including The Town Hall, Gaol House and Tourist Information Centres has been transferred to the Leisure and Open Spaces Directorate. Tourism marketing and development remains a key part of the regeneration function which is being incorporated into the Development and Regeneration Services Directorate.

8 Financial implications

- 8.1 The on-going service reviews being undertaken by the Borough Council may further impact on net budgets and delivery of tourism and heritage facilities.

9 Policy Implications

- 9.1 Existing provision of services, facilities and strategic initiatives is consistent with and will continue to be informed by cultural, heritage and tourism strategies.

10 Recommendations

- 10.1 The committee is recommended to note the report.

11 Access to Information

11.1 No background papers

Author of report.

Tim Humphreys

Tourism Manager

Borough Council of King's Lynn and West Norfolk

Tel 01553 616643

E-mail: tim.humphreys@west-norfolk.gov.uk