

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 19 March 2012
at 2.15 pm**

Committee Suite
Ground Floor
King's Court
Chapel Street
King's Lynn
Norfolk PE30 1EX



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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

9 March 2012

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 19 March 2012 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

A G E N D A

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 17 October 2011 (attached at pages 1 – 9).

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 **Report of the Western Area Manager**

To consider the attached report:

- King's Lynn Museums Report (attached at pages 10 to 15)

6 **Report of the Borough Council**

Borough Council Update Report (attached at pages 16 to 20)

7 **Date of Next Meeting**

Monday 11 June 2012 at 2.15 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn.

To: Borough Council Representatives

Councillors, M Back, G McGuinness, Mrs E Nockolds, Mrs S Smeaton and 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 B Howling, Chairman, 21 Northgateway Way, Terrington St Clement, King's Lynn, PE 34 4LG

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, 19 School Road, Tilney All Saints, King's Lynn, Norfolk,
PE34 4RS

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

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 17 October 2011 at 2.15 pm
In the Committee Suite, King's Court, Chapel Street, King's Lynn**

PRESENT:

Councillor Mrs E A Nockolds	- Borough Council of King's Lynn & West Norfolk
Councillor M Back	- Borough Council of King's Lynn & West Norfolk
Councillor G McGuiness	- 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
Mrs W Vincent	- Democratic Services Officer, Borough Council of King's Lynn and West Norfolk
County Councillor M Chenery of Horsburgh	- Norfolk County Council
County Councillor M Langwade	- Norfolk County Council
County Councillor B Long	- Norfolk County Council
County Councillor A J Wright	- Norfolk County Council
Dr R Hanley	- Norfolk Museums and Archaeology Service

1 APPOINTMENT OF CHAIRMAN

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

2 APPOINTMENT OF VICE-CHAIRMAN

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

3 APOLOGIES FOR ABSENCE

Apologies for absence were received from County Councillor R Rockcliffe and V Trevelyan.

4 MINUTES

The notes of the information discussion held on 13 June 2011 were confirmed as a correct record.

5 MATTERS ARISING

There were none.

6 **DECLARATIONS OF INTEREST**

There were none.

7 **REPORT OF WESTERN AREA MANAGER**

King's Lynn Museums Report – March to May 2011

The Western Area Manager presented his report which provided Members with information on King's Lynn Museums for the period June to September 2011 as set out below:

(i) **Exhibitions and events at Lynn Museum**

The Lynn Museum was now in the free admission period which runs from October 2011 to March 2012. A banner offering free admission was displayed at the front of the Lynn Museum.

The temporary exhibition *Memories of Lynn: King's Lynn since the 60s*, was on display at Lynn Museum until 18 June. This exhibition featured Lynn people sharing their experience of changes to the town since the 1960s. It also served as the focus for a number of events and activities including a film-making project with a group of young people categorised as NEET (not in education, employment or training).

The current temporary exhibition at Lynn Museum was *Fenland Stories*, on show from 2 July until 10 January. This was the travelling exhibition developed by the Greater Fens Museums Partnership, which had been touring Fenland venues during the last year. The exhibition explored traditional Fenland tales and included a collection of animated films produced by local people retelling these stories or giving them a modern twist. The films were shown on the centrepiece of the exhibition, the "Whispering Willow" tree. A programme of related events was supporting this exhibition, which had also been enhanced with displays of Fenland objects from the King's Lynn Museums collections.

From 2 July to 27 August, Lynn Museum also hosted an exhibition of embroidery work by local craftspeople, supported by a range of demonstrations.

A pair of colour chalk drawings from 1957 showing the proposed Campbell's soup factory were currently on display in the Lynn Museum as part of a display of "painting pairs". The drawings had attracted media interest linked to the planned demolition of the Campbell's plant and tower.

A programme of events for children was organised at Lynn Museum for the school Summer holidays including *Fenland Stories* on 26 July and *Mask Making* on 2 August. There was also a range of background activities available in the galleries. Some 350 participants engaged with these activities.

AGENDA ITEM 2

A programme of occasional illustrated talks was taking place at Lynn Museum on Wednesday afternoons. Recent talks had included *Fine Art in Museum Displays* and *Zeppelin Raids over Norfolk and Suffolk*. The latter talk by Collections Officer Tim Thorpe attracted considerable interest in the local media, with an article published in the *Lynn News*. This talk was enhanced by a display of objects and ephemera relating to the Zeppelin Raid of 1917. A talk was held on *18th Century Literature* on 12 October.

To mark national Archaeology Day, part of the Festival of British Archaeology, Lynn Museum hosted a day of archaeology activities on 30 July. The programme was supported by NCC colleagues from the Historic Environment Division including the Norfolk Finds Liaison Officer, alongside representatives from King's Lynn metal detecting club and the West Norfolk and King's Lynn Archaeological Society. Members of the excavation team from the SHARP project were also on hand to discuss the latest news from the dig at Sedgeford. In addition to a range of hands-on activities and a finds identification service, there were also tours of the Seahenge gallery and a chance for visitors to make honeysuckle rope. The event was attended by around 90 visitors.

The Lynn Museum participated in the Civic Society's Heritage Open Day programme on Sunday 11 September, offering free admission. The period music group *Minstrels Gallery* entertained the 534 visitors with performances of Tudor music and a display of instruments.

(ii) Other Museum Developments

NMAS staff were currently moving into the new offices provided by the Borough Council on the first floor of the former Town House Museum building above the Registrars offices. The offices included an activity room that would be used as the main venue for youth/NEET engagement projects in King's Lynn. A small display of objects and paintings would occupy the area of the Museums Service within the Town Hall.

In early summer, NMAS supported colleagues from the Borough Council with the development and submission of the Round 1 funding bid to the Heritage Lottery Fund for the re-development of the Town Hall complex. As part of this work, NMAS assisted with the co-ordination of an evaluation project, which included the development of a travelling consultation display that toured King's Court, the Lynn Museum, King's Lynn Library and the Town Hall. It was also noted that paintings would be mounted in the area of the Town Hall which was now occupied by the Registrars.

NMAS continued to provide curatorial advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia. This role formed part of the Service Level Agreement for 2011-12. Reference was made to the recent visit

AGENDA ITEM 2

by the Collections Officer, whereby a programme of works would be put in place to address any remedial actions required to be taken.

A planning application was in train relating to the proposed modest alterations to the front glazed elevation of the Lynn Museum, following liaison with the Borough Council. As well as creating more space within the reception area for use by schools and other groups, these works would remove the sheltered external area that had been a focus for antisocial behaviour. The antisocial behaviour dispersal order currently for the museum and bus station expired in October and would not be renewed. All incidents would be recorded by the staff at the Museum and forwarded to the Police.

(iii) Friends of King's Lynn Museums

The Friends were continuing to offer a varied programme for its 100 members including lunchtime talks, trips and an annual lecture.

The Friends continued to support a long-term conservation programme for parts of the fine art collections.

The Friends AGM took place at Lynn Museum on Monday 10 October.

(iii) Partnership Projects

King's Lynn Museums continued to lead the Greater Fens Museums Partnership. A Stage 2 Heritage Grant application to the Heritage Lottery Fund had been submitted for the successor Fenland Partnership project *Fenland Lives and Land*. The Committee was informed that the stage 2 application had been successful and approximately £360,000 had been awarded to undertake a project over a period of 3 years. Five exhibitions had been identified, together with a linked programme of events. A press release would be issued announcing the funding once the embargo had been lifted by the Heritage Lottery Fund.

The current travelling exhibition and events project organised by the Fenland Partnership was *Fenland Stories*, exploring both traditional and modern Fenland tales. This exhibition was currently on display at Lynn Museum.

NMAS was working in partnership with the Arts Centre Trust on plans for a joint exhibition running from January to March 2012.

The Sedgeford cow bone and coin hoard had been returned to display at Lynn Museum following a loan to the *Treasures Under Your Feet* exhibition at the Fitzwilliam Museum in Cambridge.

(iv) Learning & Outreach

A monthly *Mini Explorers Club* continued to meet at the Lynn Museum, targeted at under 5's, their carers and families.

AGENDA ITEM 2

The Learning Officer continued to deliver a varied programme of events for local schools.

The Community Outreach Officer continued to deliver programmes for young people categorised as NEET. Following the departure of the previous post holder Marie Kennedy to a new job, this role had been taken up by Stuart Hall. The Youth Forum was involved in a new project hosted at Gressinghall Museum.

Members of the King's Lynn Museums Youth Forum created the consultation film *Museum Busters*, which was submitted as part of the evaluation evidence for the Round 1 HLF bid for the Town Hall project.

A development programme was currently underway for the Museum Learning Assistant team at Lynn Museum. Members of this team would have an important role in supporting a range of formal and informal learning activities at the museum.

(v) Visitor numbers

The Western Area Manager reported the visitor numbers for the Lynn Museum as set out below:

<u>2011</u>	<u>2010</u>
September 1,521	September 1,570
<u>Year to date</u>	<u>2010</u>
5,964	5,550

The Committee was advised that it was anticipated that visits to the Lynn Museum for 2011 would exceed 15,000.

In response to questions from County Councillor Long on the expiration of the anti social behaviour dispersal order in October, the Western Area Manager explained that staff at the Museum would be instructed to report incidents to the Police. The Western Area Manager undertook to forward any relevant information to County Councillor Long of any incidents which occurred. The situation would be monitored closely. The Chairman, Councillor Mrs Nockolds suggested that the item be placed on future agendas of the SNAP meetings. County Councillor Long undertook to ensure that the item was placed on future agendas of the SNAP meetings.

Following a question from Councillor Smeaton on the Fenland Partnership and Fenland Stories, the Western Area Manager explained that 5 exhibitions had been identified and continued to be developed. He agreed to circulate a summary of the projects/exhibitions to all Members of the Committee.

Councillor Chenery referred to 1.8 of the report and asked for an update on the dig at Sedgford. In response, the Western Area Manager advised that

AGENDA ITEM 2

he did not have the information available today but would forward an update report to Councillor Chenery direct.

Councillor Back commented that he had attended the Mask Making event with his daughter and that it was an excellent workshop.

Councillor Back referred to section 2.2 of the report and enquired if there were any plans in place to consult further with the Civic Society if the Council was successful in obtaining stage 1 of the funding bid to HLF. In response, the Western Area Manager advised that the Town Hall was a Borough Council project, but his understanding was that there was a firm commitment to establishing a Consultative Forum inviting representatives from key stakeholder groups, including the Civic Society.

The Chairman, Councillor Mrs Nockolds advised that at a meeting of the Borough Council's Cabinet Scrutiny Committee she had given an undertaking that the Civic Society would be invited to be represented on the Consultative Forum for stage 2 of the HLF bid.

Councillor Back referred to 1.7 of the report and asked if it had been considered to hold talks in the early evening to enable those people who were in daytime employment to attend. The Western Area Manager explained that evening talks had taken place previously, but a disappointing response had been received. There would also be costs involved as staff would need to be employed during the evening. The Chairman, Councillor Mrs Nockolds informed Members that a talk had been given by the County Archivist previously at the Town Hall and the Friends of the Museum hosted talks at Thoresby College and the Town Hall.

Following a question from County Councillor Langwade on the files and items on shelving located at the back of the Town Hall, the Chairman, Councillor Mrs Nockolds provided assurance that the documents and files would be carefully sifted and cleared once the outcome of the stage 1 bid was announced.

Councillor Tyler suggested that a talk be trialled during the day on a Saturday.

In response to questions from Councillor Tyler on the working in partnership with the Arts Centre on plans for a joint exhibition, the Western Area Manager explained that his understanding was that the Museums Service had funded the exhibition at the Lynn Museum, but that the Renaissance in the Regions Programme would support the exhibition at a modest cost of approximately £2,000. The Western Area Manager would provide further details at the next meeting of the Committee.

The Chairman, Councillor Mrs Nockolds informed the Committee that there was a good working relationship with local metal detecting clubs and the King's Lynn Archaeology Society. Many of their finds were often not of great value.

On behalf of the Committee, the Chairman, Councillor Mrs Nockolds thanked the Western Area Manager for an interesting report.

RESOLVED: (1) That the report be noted.

(2) County Councillor Long to place a standing item on SNAP agendas relating to the monitoring of anti-social behaviour within the Bus Station Area/Lynn Museum.

(3) The Western Area Manager would circulate a summary of projects/exhibitions relating to the Fenland Partnership to the Committee.

(4) The Western Area Manager to forward an update report on the Sedgeford dig direct to County Councillor Chenery.

(5) The Western Area Manager to provide further details of the partnership work between the NMAS and the Arts Centre Trust at the next meeting.

8 SITE UPDATE REPORTS

(a) Green Quay Six Monthly Activity Report

The Chairman, Councillor Mrs Nockolds apologised for the lateness of the report, but explained that it was important for the Committee to be kept informed of activities at the Green Quay.

In the absence of Mr M Dennis, Green Quay Manager, the Committee received a written activity report, a summary of the key points is set out below:

- (i) Sales for the past 6 months for cafe and shop were up slightly on the same period last year as well as room hire. However, footfall had dropped but this had seen an increase in spend per head.
- (ii) The social evenings organised for the summer months had been well supported by members and similar events would run through the winter months. A new series of the popular "Supper Talks" would commence on 18 October and run through to March.
- (iii) More organisations were using the conference room bringing in much needed revenue.
- (iv) Being open on a Sunday visitors were very surprised and disappointed that the rest of the attractions in the Discover King's Lynn leaflet were closed, including the TIC until noon.

The Chairman, Councillor Mrs Nockolds explained that the King's Lynn Museum had previously been open on a Sunday, but there had been low attendance rates.

County Councillor Long expressed concern regarding the lateness of the report and some of the comments made by the Green Quay Manager and suggested that he be requested to attend future meetings, alternatively perhaps the Chairman of the Green Quay be invited to attend. The Chairman, Councillor Mrs Nockolds commented that Mr Dennis had attended previous

AGENDA ITEM 2

meetings of the Committee and that she had spoken to him prior to this meeting and advised that it was not necessary for him to attend today.

RESOLVED: (1) That the report be noted.

(2) The Chairman, Councillor Mrs Nockolds to contact the Green Quay Manager to discuss attendance at future meetings.

(b) True's Yard Activity Report

The Committee received a written report from the Manager of True's Yard which provided an update on the following:

- (i) Norfolk Eastern Daily Press Tourism Awards – True's Yard was entered in the best visitor attraction category in August and were now through to the second stage of the award process.
- (ii) Visitor Numbers and Comparisons for the Quarter – overall income and total visitors were up on last year, which was a record year. 15 schools were now members of the Time Club which had led to even more school visitors and outreach sessions and assemblies.
- (iii) HLF Project – The HLF project would close in its entirety in June 2012. Special activities and workshops were ongoing, and there was a continual process of training staff and volunteers.
- (iv) Staff and Volunteers – A curatorial project worker spent 4 months at True's Yard with a brief to re-display the Old Smithy. The new improved smithy was launched on 30 September by the Borough Mayor. The project was funded by the Friends of True's Yard. More volunteer North End tour guides were being trained through the summer to join the existing group of 10.
- (v) Autumn Talks Programme – Programme had been a success with all 8 talks being full.
- (vi) SHARE Museums East Grant – True's Yard had received a grant from SHARE East for collections care of the extensive Eastern Sea Fisheries collection.
- (vii) The Maritime Trail and Maritime Month – Along with the Green Quay, Town Guides and Eastern IFCA an exhibition of a programme of talks was staged. This was well received and it was hoped could be continued next year.

The Chairman, Councillor Mrs Nockolds commented that visitor numbers for September was lower compared to 2010. She explained that there were more attractions open on Heritage Day and some visitors may have chosen to visit different attractions than in 2010. Councillor McGuinness added that the decrease in visitor numbers could be because of the schools returning a week earlier in September than in 2010.

AGENDA ITEM 2

The Western Area Manager explained that the SHARE East training programme was managed by NMAS. He added that True's Yard also benefitted from support from the Museums Development Officer. The Chairman, Councillor Mrs Nockolds commented that this was a good example of partnership working.

RESOLVED: That the report be noted.

9 SCHEDULE OF MEETINGS 2012

Monday 9 January 2012 at 2.15 pm in Meeting Rooms 1, 2 and 3, King's Court, Chapel Street, King's Lynn

Monday 19 March 2012 at 2.15 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn.

Monday 11 June 2012 at 2.15 pm in Meeting Rooms 1, 2 and 3, King's Court, Chapel Street, King's Lynn

Monday 12 November at 2.15 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn

The Meeting closed at 3.13 pm



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

19 March 2012

Item No. 5

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museums in the period October to February 2012**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The Lynn Museum charging period runs from April to September. The free admission period runs from October to March.
- 1.2 The exhibition *Fenland Stories* ran at Lynn Museum from 2 July until 10 January. This travelling exhibition was developed by the Greater Fens Museums Partnership and toured a number of Fenland venues. The exhibition explored traditional Fenland tales and included a collection of animated films produced by local people. The films were shown on the centrepiece of the exhibition, the "Whispering Willow" tree.
- 1.3 The current temporary exhibition at the Lynn Museum is *Re-home*, running from 21 January to 10 March 2012. This is a partnership project with the King's Lynn Arts Centre Trust. Staff at the Lynn Museum have worked with the team at the King's Lynn Arts Centre and colleagues at Freebridge Community Housing to facilitate the development of exhibitions across three sites in Lynn, inspired by domestic objects from the King's Lynn museum collections. Six artists from the King's Lynn Arts Centre's *Aspire Artists* project, funded by the Arts Council England, have chosen from a selection of objects from which to draw inspiration. The objects which have acted as a starting point for the artist's creative ideas include silver fork holders; an egg rack, a goffering iron; Japanese metal tea caddy; and a flour shaker. One artist has taken her inspiration from the whole process of museum collecting and documenting of objects. Each artist has created two pieces, one for display at the Museum and a second for the Arts Centre. As well as the exhibitions at the three sites, a programme of February half term holiday activities for families working with the artists has taken place, with lantern making, zoetropes, extreme ironing, an

AGENDA ITEM 5

art trail and making books. These events will take place either at the Arts Centre or Lynn Museum. An Art Trail, supported by artist-led tours, links up the Arts Centre, Museum and the restored 1960s flat at Hillington Square.

- 1.4 The next temporary exhibition will be *Hard Times: Poverty in King's Lynn in the early 20th century*, on show at the Lynn Museum from 31 March 2012. "This exhibition explores how the Edwardian period saw dramatic technological advances and increased wealth for a few. However living conditions for some had barely changed from the early Victorian period. Unemployment, debt, slum housing, poor sanitation and disease were everyday threats for many."
- 1.5 A programme of informal family learning events continues to be offered at the Lynn Museum. Events during the October half term included the very popular *Deadly Dinosaurs* on 25 October and *Creepy Collections* on 27 October. In the approach to Christmas, a *Christmas Crafts* event ran on 10 December. During the February half term a lighting themed event ran on 14 February and a Victorian wash day event ran on 18 February.
- 1.6 A programme of occasional illustrated talks is taking place at Lynn Museums on Wednesday afternoons. Recent talks have included *18th Century Literature* on 12 October and *Fenland Stories* on 9 November. The next scheduled talk is *Fear of the Workhouse in early 1900s King's Lynn* on 9 May.
- 1.7 A rare gold Romano-British pendant in the shape of a phallus has been acquired by the Lynn Museum. Collections Officer Tim Thorpe writes: "The object was found in January 2011 by a metal detectorist in Hillington and declared Treasure by the coroner. The pendant is 2cm long, and formed of rolled or beaten sheets of gold soldered together. It is a particularly rare find for Norfolk, and indeed Britain, in its depiction of a phallus made in richly coloured gold, and is in excellent condition, (despite being around 2000 years old). Its special significance lies in the symbolism of the object and what it tells us about life in Roman times and people's belief systems. Phallic amulets were commonly worn in Roman times both as a symbol of sexuality, and to promote fertility. Ancient Romans believed that sexual symbols like this gold phallus would shield them from harm and protect them from evil curses. Eroticism and sexuality were prevalent in every form of Roman art, from paintings, to sculpture, and even jewellery." The pendant was purchased for £800 by the Lynn Museum with the assistance of the Friends of the King's Lynn Museum (£80), the Victoria and Albert Museum Purchase Grant Fund (£400), and the Headley Trust (£320). This significant item is now on display in the Lynn Museum following its collection from the British Museum in January. The acquisition has been the subject of considerable press interest. The NMAS retail team is investigating the production of a replica for sale in NMAS shops.



2. Other Museum Developments

- 2.1 NMAS staff have now moved into the new offices provided by the Borough Council on the first floor of the former Town House Museum building above the Registrars offices. Displays of objects and paintings have been installed in the activity room that will provide a base for future youth/NEET engagement projects in King's Lynn. NMAS has also assisted colleagues from the Borough Council with displaying appropriate paintings in their ground floor meeting spaces.
- 2.2 NMAS is continuing to support colleagues from the Borough Council with the project relating to the re-development of the Town Hall.
- 2.3 NMAS staff provided a display for the Queen's visit to the Town Hall on 6 February. Curator Tim Thorpe showed the Queen a selection of paintings and prints from the museum collections. Community Outreach Officer Stuart Hall presented extracts from the *Fenland Stories* DVD and talked about NMAS's work with young people.
- 2.4 NMAS is continuing to provide curatorial advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia. This role forms part of the Service Level Agreement for 2011-12. NMAS is currently assisting with specialist valuations for specific collections and has also sourced conservation advice for paintings in the collections.
- 2.5 The planning application relating to the proposed modest alterations to the front glazed elevation of the Lynn Museum has been approved, following liaison with the Borough Council. Confirmation of Listed Building consent is pending. As well as creating more space within the reception area for use by schools and increasing the floor area available for retail, these works will remove the sheltered external area

that has been a focus for antisocial behaviour. Building works will take place in October, following the end of the summer season.

3. Friends of King's Lynn Museums

- 3.1 The Friends are continuing to offer a varied programme for members including lunchtime talks and trips and an annual lecture. The Friends will be supporting the afternoon talks programme in the Lynn Museum in 2012.
- 3.2 The Friends continue to support a long-term conservation programme for parts of the fine art collections and have recently agreed to fund conservation on further works of art.
- 3.3 The Friends have recently funded a bespoke seating and storage unit for the Lynn Museum reception that provides secure storage for a range of craft materials and school handling collections.
- 3.4 The Friends have recently contributed to the purchase of the Hillington phallus. This contribution facilitated the leverage of additional external funding.

4. Partnership Projects

- 4.1 The NMAS bid to Arts Council England for Renaissance Major Grants funding was successful. The Arts Council received 29 eligible applications from museums across the country requesting £116.4 million over three years, against a total budget for the Renaissance major grants programme for 2012-15 of around £60 million. Funding has been offered to 16 applicants, however the total amount of funding requested is c. £23.5million and the overall budget for Renaissance major grants is £20million. Over the coming weeks the final amount awarded to each organisation for 2012-2015 will be confirmed. The Arts Council praised NMAS' bid stating: *"This is brilliant and thoroughly well deserved news for Norfolk Museums & Archaeology Service as a result of an outstanding proposal. Becoming a key part of the Major partner museums will enable Norfolk Museums & Archaeology Service to continue to make a superb contribution to the sector across the region and beyond. The Service is looking to build on its excellent reputation as an established leader in museum education and learning nationally, and use its outstanding collections to reach out to wider audiences and increase participation. Excellence is clearly at the heart of Norfolk Museums & Archaeology Service's work, and their ambitions for the future."* In King's Lynn this ACE funding will include support for the development of permanent and temporary exhibitions, youth engagement projects and learning programmes.
- 4.2 King's Lynn Museums continue to lead the Greater Fens Museums Partnership. The Round 2 Heritage Grant application to the Heritage Lottery Fund for the next Fenland Partnership project *Fenland Lives*

AGENDA ITEM 5

and Land was successful, with £358,000 awarded to the project over the next three years. Match funding of £20,000 came from the externally funded Renaissance in the Regions programme. Following a start-up meeting with HLF, official Permission to Start has been granted. Recruitment for a FT project Officer and PT Support Worker is now underway.

- 4.3 This *Fenland Lives and Land* project aims to explore the complex relationship between Fenland people and their local landscape. The project will give local communities the chance to get involved in co-producing a range of exhibitions and will also support capacity building and skills development in partner museums. The project aims to facilitate the development of sustainable relationships with local community organisations through a “cluster” delivery model. The project will see the development of five exhibitions exploring a range of landscape themes and using a variety of different media. The choice of exhibition themes has been informed by consultation with existing and potential community partners and the wider public. The exhibitions will tour museum partners and community venues and will be supported by programmes of formal and informal learning, delivered both on-site and as outreach.

5. Learning & Outreach

- 5.1 A monthly *Mini Explorers Club* continues to meet at the Lynn Museum, targeted at under 5's, their carers and families.
- 5.2 The Learning Officer continues to deliver a varied programme of events for local schools.
- 5.3 The Community Outreach Officer continues to deliver programmes for young people including those categorised as NEET. Postholder Stuart Hall has recently recruited new members to the King's Lynn Museums Youth forum and a number of meetings have been held.
- 5.4 Following the restructure of the front of house team at the start of 2011 which included their re-designation as Museums Learning Assistants (MLA'S), an MLA development programme has been running to provide staff with improved skills in planning and delivering informal learning events. This will help reduce the reliance on external paid freelancers and will enhance staff knowledge of collections. As part of this development programme, members of the Ancient House Museum's young History Club visited the Lynn Museum on Saturday 3 December to experience and help evaluate a range of learning activities planned and delivered by the MLA's. The MLA team has also supported a range of other learning events at the Lynn Museum including sessions for under 5's.

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

AGENDA ITEM 6

Committee: King's Lynn & West Norfolk Area Museums Committee
Date: 19 March 2012
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 provision of tourism information services undertaken by the Borough Council during the period June 2011 - March 2012 will full year data where relevant for the 2011 calendar year.

2.0 West Norfolk Marketing

2.1 West Norfolk Holiday Guide and advertising campaign (2011)

Final 2011 figures for the promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide were as follows.

	Target	Final
total		
Direct request through West Norfolk campaign	46,000	48,534
Direct requests through East Anglia Seaside campaign	13,000	13,049
Additional enquiries via e-mail, other advertising and 3 rd party websites		11,808
Total brochure requests responded to		73,391

A further 25,000 brochures were distributed through the national Tourist Information network including west Norfolk TIC's and at key road service areas and rail stations with direct connections to the area.

The remaining brochures were distributed at exhibitions and events including the Sandringham Flower Show, Holkham Country Fair and Tour of Britain event.

The total distribution of the West Norfolk Holiday guide was 100,000 copies.

2.2 Visit West Norfolk Website

Considerable work has been taking place to re-develop the www.visitwestnorfolk.com website. The new version of the site is being developed by the tourism section in conjunction with the Borough Council's web team. Whilst the existing visitor pages are an integral part of the main Borough Council website, the re-developed site will be a stand alone site, specifically designed to reflect the branding and diversity of the tourism product throughout West Norfolk. The site will fully utilise the on-line search facilities using the regional tourism database and destination management system. This extends the approach already developed for event information on the existing website. The new site will be completed and fully operable by May 2012.

2.3 Where to go and what to do in West Norfolk

The 2011 Where To Go guide was extensively distributed to key tourist sites in Norfolk, Cambridgeshire, parts of Lincolnshire and Suffolk. Closer to West Norfolk the guide was also distributed to service and retail sites used by visitors and residents. A total of 200,000 copies were printed and distributed.

2.4 Discover King's Lynn

The 2011 edition of Discover King's Lynn was extensively distributed throughout the season with the full 100,000 print run being distributed by early October 2011. The Discount voucher scheme was again promoted throughout the season.

3.0 **West Norfolk Marketing Campaign 2012**

The 2012 West Norfolk Holiday Guide was printed in December, with distribution having commenced on 4th January. A total of 95,000 have been produced. The brochure features new photography reflecting the main West Norfolk product themes.

The 2012 marketing campaign will be increasingly focused on generating visits to the www.visitwestnorfolk.com website as well as direct brochure requests. This will include proactive use of the website to maximise search engine optimisation as well as direct promotions using on line advertising to lead potential visitors to the website. Through the website there will be increased use of on-line marketing to maintain regular contact with consumers who have visited the site.

The 2012 edition of Where To Go and What to Do in West Norfolk was published in mid February with distribution commencing immediately. 200,000 copies were produced.

The 2012 edition of Discover King's Lynn is going to print at the time of preparing this report. The print run is being increased by 10,000 to meet the levels of demand experienced in 2011.

Updated editions of the Hunstanton mini guide and Downham Market mini guide will be published prior to Easter.

4.0 **Tourist Information Centres**

4.1 During 2011 a total of 228,966 people visited West Norfolk's two main Tourist Information Centres in King's Lynn and Hunstanton. This compares with 227,282 in 2010 and is slightly above figures recorded in each of the last 10 years, with the exception of 2009, when record numbers were recorded.

Including written, telephone and e-mail enquiries a total of 265,195 people used the services at the two Tourist Information Centres.

At King's Lynn the number of visitors was 90,403, 10% higher than in 2010. Figures were higher in every month (except November) compared with 2010.

AGENDA ITEM 6

At Hunstanton the number of visitors was 138,563, 4.5% lower than in 2010. This slightly lower figure was attributable to lower figures in June, July, August and September reflecting the relatively poor summer weather.

At Downham Market just over 1000 people visited the Tourist Information Desk located within the Council Information Centre. This figure is slightly higher than 966 recorded in 2010.

- 4.2 For the seventh consecutive year since the awards started, King's Lynn TIC was shortlisted as one of the 3 finalists for best Tourist Information Centre in the Tourism In Norfolk Awards. Unlike in 2010, the TIC did not win the final award.

5.0 Collaborative and partnership marketing

- 5.1 Collaborative and partnership marketing opportunities continue to be exploited and new opportunities sought. These focus on opportunities where it is advantageous to promote aspects of West Norfolk's tourism product as part of a wider area or regional product.

- 5.2 Through the Norfolk Tourism partnership West Norfolk continues to work with partners across Norfolk to ensure that Norfolk is effectively marketed as a leading visitor destination. Key actions focus on PR work, marketing to the travel trade, promotion of Norfolk and venues within Norfolk for business events and conferences as well as specific opportunities such as work to promote Norfolk as a staying base during the period of the Olympics. The visit Norfolk website continues to be managed as a key vehicle for promoting information on the Norfolk Tourism product.

- 5.3 Work has been taking place to identify opportunities and gauge support from businesses for more collaborative marketing of the north Norfolk coast product area to ensure it is promoted as a distinct and leading destination competing with other coastal destinations in the UK. This work is being undertaken through the North Norfolk Tourism Forum and the West Norfolk Tourism Forum.

6 Other heritage marketing

6.1 Tales of the Old Gaol House

Tales of the Old Gaol House was open on Wednesdays, Thursdays, Fridays and Saturdays from 13th April – 29th October. A total of 4,688 people visited the site over this period. This was only slightly lower (around 10%) than the same period in 2010, when the site was open 5 days per week and for one hour longer each day. The Archive remained open on Fridays during the winter period. Tales of The Goal House re-opens to the public on 4th April and will be open 4 days per week through to 3rd November.

6.2 Red Mount Chapel and South Gate

During 2011 both sites opened on Wednesdays and Saturdays from Easter to mid September, as well as Sundays in July and August. This relies on the dedicated teams of volunteers (working with the Walks Park Manager) to organise and provide access to the sites. For 2012 both sites will be open throughout June, July and

AGENDA ITEM 6

August and through to 9th September on Wednesdays, Saturdays and Sundays. Admission will be free in 2012.

6.3 The Hanse

6.3.1 King's Lynn will be celebrating 2012 International Hanse Day on 19th May.

6.3.2 King's Lynn is also one of 25 Hanse cities representing 11 countries who have supported proposals to develop a project and seek European funding for the Development and Marketing of the Hansa as a Brand of European Cultural Tourism Products and Services and development of cultural trails. Feedback on the project applications is awaited.

6.4 Heritage Open Day

King's Lynn Heritage Open Day on Sunday 10th September featured a total of 42 sites or activities included in the day of activities. This was again an increase on the number of sites taking part compared with previous years. Overall the event was well attended. The event was organised by the King's Lynn Civic Society in conjunction with the Borough Council, Town Guides, Preservation Trust, local businesses, private residents and English Heritage.

6.5 King's Lynn Town Guides

6.5.1 During 2011 the King's Lynn Town Guides King's Lynn provided walks for 1187 people, 688 of these on the regular guided walks. (A slight increase over 2010)

For 2012 the programme will include 92 regular walks. New walks introduced for 2012 include The Maritime Trail, The Bagge Family, The Library to the South Gates and Victorian Lynn. The programme includes day time walks on Tuesdays, Fridays and Saturdays May – October, plus Monday evening walks 11 June – 30 July and special King Lynn Festival Walks. The 2012 programme of walks will be published and printed before Easter.

6.5.2 Following their first training course started in 2006, the King's Lynn Town Guides are now running a second training course for new town guides. The intensive course attended by 9 trainee guides commenced in September and will complete in June 2012.

6.6 Maritime Trail Walks

In addition to the guided maritime walks, which were trialled in 2011 and now being introduced in 2012, work is also taking place to develop the maritime trail with the use of pavement way markers and a new maritime trail guide so that more visitors can discover the maritime story of King's Lynn.

6.7 King's Lynn Pedestrian Signposting

The content and locations featured on the current range of 34 directional fingerposts in the town centre are being reviewed, so that details can be updated, signposting to key areas of the town improved with re-painting and restoration undertaken.

AGENDA ITEM 6

6.8 Hunstanton Wolf Trail

During 2011 a series of way markers and an accompanying guide leaflet were developed to introduce visitors to the story of St Edmund's association with Hunstanton, his time as ruler of East Anglia, his martyrdom at the hands of the Vikings and the legendary appearance of a Wolf to guard his remains. The trail can be followed from the Cenotaph in the Esplanade Gardens to St Edmunds Chapel.

6.9 The Town Hall

Following the stage 1 application to the Heritage Lottery Fund for the King's Lynn Town Hall development project, The Heritage Lottery Fund have indicated that they would like to see some further work on the project proposal before a more detailed stage 2 application could be developed. At a follow up meeting between members of the project team and representatives from The Heritage Lottery Fund there was positive feedback about the project overall as well as discussion around issues requiring further work. Work to refine the scheme will now take place including further consultation with stakeholders, review of the cost/benefits of the scheme, revised conservation plans to reflect the building, collections and archives. The HLF also requested that the vision and strengths of an integrated approach to heritage in King's Lynn be further articulated.

Taking account of the requirements of the HLF it is intended to resubmit a proposal for the Town Hall in August this year.

7 **Financial implications**

None

8 **Policy Implications**

None

9 **Recommendations**

The Committee is recommended to note the report.

10 **Access to Information**

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