

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 15 October 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
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5 October 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 15 October 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 11 June 2012 (attached at pages 1 to 8).

3 **Matters Arising**

4 **Declarations of Interest**

Please indicate if there are any interests which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

These declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

5 **Report of the Western Area Manager**

To consider the attached report:

- King's Lynn Museums Report (attached at pages 9 to 20).

6 **Report of the Borough Council**

To consider the Borough Council Update Report (attached at pages 21 to 25).

7 **Schedule of Meetings 2013**

To agree the Schedule of Meetings for 2013 as set out below:

25 February 2013
13 May 2013
14 October 2013

To: Borough Council Representatives

Councillors, M Back, G McGuiness, 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

True's Yard Fishing Heritage Museum

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

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 11 June 2012 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 G McGuiness	- Borough Council of King's Lynn & West Norfolk
Wendy Vincent	- Democratic Services Officer, Borough Council of King's Lynn and West Norfolk
County Councillor B Long	- Norfolk County Council
County Councillor R Rockcliffe	- Norfolk County Council
County Councillor A J Wright	- Norfolk County Council
Oliver Bone	- Norfolk Museums and Archaeology Service

The Chairman, Councillor Mrs Nockolds welcomed Oliver Bone, Curator at the Lynn Museum to the meeting.

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 Councillors M Back, A Tyler and Dr Robin Hanley.

4 MINUTES

The notes of the meeting held on 19 March 2012 were agreed as a correct record.

5 MATTERS ARISING

The Chairman, Councillor Mrs Nockolds informed the Committee that the purchase of the Roman Pendant had received good media coverage.

6 DECLARATIONS OF INTEREST

There were none.

7 **REPORT OF WESTERN AREA MANAGER**

King's Lynn Museums Report – March to February 2012

The Curator presented the report which provided Members with information on King's Lynn Museums for the period March to May 2012 as set out below:

(i) Temporary exhibitions and events at Lynn Museum

The Lynn Museum charging period runs from April to September. The free admission period runs from October to March. The Museum is open all year from Tuesday to Saturday from 10 am to 5pm.

The current temporary exhibition at Lynn Museum is on *Hard Times: Poverty in King's Lynn in the early 20th century*, which is on show at the Lynn Museum from 31 March 2012 to 19 January 2013. An A5 marketing flyer had been produced for this exhibition, with copies issued to Lynn residents via the *Citizen* free newspaper. There had been excellent media coverage of the exhibition. County Councillor A Wright attended the opening event.

The temporary exhibition *Re-home* ran at the Lynn Museum until the 10 March 2012. This partnership project with the King's Lynn Arts Centre Trust saw staff from Lynn Museum working with colleagues from the Arts Centre and Freebridge Community Housing to develop exhibitions across three sites in Lynn.

A small display of Royal gifts had been created in the reception area at Lynn Museum to mark the Diamond Jubilee celebrations. The family event *Gifts Fit for a Queen* took place on 6 June, with participants given the chance to create their own royal gifts, inspired by the real thing.

A programme of occasional illustrated talks was taking place at Lynn Museums on Wednesday afternoons. The next scheduled talk was *Norfolk Workhouses* on 13 June. This would be presented by Steve Pope, the lead member of the Gressenhall Workhouse volunteer research team.

A programme of family events took place at Lynn Museum which involved the Museum Learning Assistants participating in their delivery. Future events included: *Archaeology Day* on 21 July when professional archaeologists would be meeting members of the public and would look at how Seahenge was conserved. Seahenge now formed part of the A Level Archaeological Curriculum, and a recent visit from the 6th Form at Dunstable had taken place. *Ancient Egypt* on 31 July, *Monster Mammoths and Deadly Dinosaurs* on 9 August and *In Sickness and Health* on 16 August.

(ii) Other Museum Developments

NMAS was continuing to support colleagues from the Borough Council with the development of a proposal and funding bid for a major project aimed at improving access to the Town Hall. NMAS had been assisting with the consultation stage for this project, which included the establishment of an inclusive Consultative Forum. It was anticipated that a Round 1 Bid would be submitted by the end of 2012. NMAS would also be helping organise a family open day in the Town Hall on the afternoon of Saturday 21 July.

NMAS was 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. An example of the cards containing the information was circulated for the Committee to view. NMAS staff recently supported an extensive programme of revaluation for Town Hall collections.

The planning applications relating to the proposed modest alterations to the front glazed elevation of the Lynn Museum had now been approved and works tendered. Building works would take place in October 2012, following the end of the summer season and at the time when the museum moved into the free admission period.

Two television film crews had visited the Lynn Museum in recent months. BBC4 had been filming in the Seahenge Gallery for a programme on wood, whilst ITV had filmed the Sedgeford Hoard for a series exploring Treasure finds.

The large "Lumiwall" lightbox which formed a key part of the Seahenge display at Lynn Museum was being fitted with an energy-efficient LED lighting system on 11 June 2012. This followed maintenance issues with the previous fluorescent tube based system.

(iii) Friends of King's Lynn Museums

The Friends of King's Lynn Museums had appointed a new Secretary and were continuing to offer a varied programme for members including lunchtime talks, trips and an annual lecture. The Friends continued to support the afternoon talks programme offered at the Lynn Museum in 2012.

The Friends continued to support a long-term conservation programme for parts of the fine art collections and had recently provided funds to support the latest stage of this project. A painting conserved with Friends funding was featured in the current *Hard Times* exhibition at Lynn Museum.

It was noted that the Friends were providing assistance to fund the purchase of a gold Anglo-Saxon pendant (a copy of which was tabled).

(iv) Partnership Projects

King's Lynn Museums continued to lead the Greater Fens Museums Partnership. The development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives and Land* was now underway, with £358,000 awarded to the project over the next three years.

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

(v) Learning and Outreach

The Learning Officer had been supporting the county-wide *Norfolk's American Connections* community exhibition project, which formed part of the Cultural Olympiad. The children had been exploring the following American connections: Thomas Paine, Lincoln Family, 19th Century Migration and the 'Friendly Invasion'. Pupils researched the topic using documents, objects and drama. They also analysed text and graphic panels in the museum and used the techniques they identified to create their own draft texts. The Learning Officer had also been working with Whitefriars Primary School Year 2 class on this project. These children spent three mornings at Lynn Museum exploring the life of Captain Vancouver, followed up by two days working at school. A touring pop-up exhibition would be visiting various venues in Norfolk over a period of 6 months. A copy of the draft programme was circulated and the Committee was invited to comment and suggest any amendments.

County Councillor Rockcliffe informed the Curator that a local firm in Setch manufactured temporary pop up exhibition panels and undertook to forward details.

The Learning Officer recently established a Tuesday afternoon History Club, which met after school for six weeks at Lynn Museum.

An event was being organised at the Lynn Museum to celebrate the Olympic Torch passing through the Town on 4 July 2012.

County Councillor Rockcliffe asked if cross-border links, such as the Harley Davison at Littleport had been considered for inclusion in exhibition projects. The Curator explained that the Harley Davison connection could possibly be linked into exhibitions.

AGENDA ITEM 2

In response to questions on the size of the print run and distribution, the Curator undertook to ascertain the information requested and circulate to the Committee.

The Chairman, Councillor Mrs Nockolds explained that there was a significant distribution which included Tourist Information Centres, Libraries, Railway Stations, etc.

Recruitment was currently underway for a Youth Engagement Officer, funded as part of the successful NMAS to Arts Council England for Major Grant funding over the next three years. There would be a continued focus on developing programmes for young people including those categorised as NEET. Stuart Hall was continuing to support the meetings and the work of the King's Lynn Museums Youth Forum pending this appointment.

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

The Museums Learning Assistants at the Lynn Museum were continuing to support the delivery of informal learning programmes at Lynn Museum. The Museum Learning Assistants team had also supported a range of other learning events at the Lynn Museum including sessions for under 5's.

The Learning Officer had been liaising with BBC to ensure that relevant Lynn Museum events and activities were included in the publicity surrounding the *Great British Story* series.

A Social Media Strategy was being developed for the Museums Services which was one way to improve communication with a range of audiences.

In response to questions from the Chairman, Councillor Mrs Nockolds on the success of the Front of House Museums Assistants participating in the delivery of activities, the Curator advised that this had proved a beneficial initiative. Training programmes and a visit to Ely Museum to observe learning activities in practice had taken place.

County Councillor Long enquired if the Museums Service could expand the art guide (tabled) to include all the art collections on display within the Town Hall. The Chairman, Councillor Mrs Nockolds commented that previously there was a leaflet available, but the provision of a guide would be included as part of the Heritage Lottery Fund Bid. The Curator commented that this was a good point to raise and explained that to provide the information for the paintings displayed in the foyer next to the Registrar's Office had been the priority, but agreed that information was required for the remainder of the art collections.

The Chairman, Councillor Mrs Nockolds commented that she was please to learn that more visitors had come to view the Seahenge display and that it would now receive further promotion through the A level Archaeology Curriculum. The Curator explained that the A Level Examination Board published a newsletter and Seahenge could be included.

AGENDA ITEM 2

In response to questions and comments from County Councillor Long on the Lumiwall Lightbox being fitted with an energy-efficient LED lighting system, the Curator advised that this would reduce the maintenance costs and different ranges of warmth were available in order to achieve a consistent colour temperature. The works were being completed later that day.

The Chairman, Councillor Mrs Nockolds asked if the local schools had been involved with the Norfolk's American Connections community exhibition project. In response, the Curator explained that all Museum activities were promoted to local schools. There were many opportunities for schools to view plans and screens located in libraries, which showed images of American GI's.

County Councillor Wright explained that his property was located near Sculthorpe Airbase and previously had been converted into flats. He had regularly corresponded with a Texan family for a number of years and had photographs from that era. The Chairman, Councillor Mrs Nockolds suggested that this information should be forwarded to the Curator for recording purposes and potential use in future projects.

The Chairman, Councillor Mrs Nockolds commented that the Committee had not benefitted from a Youth Representative recently and suggested that once the Youth Engagement Officer was appointed and in post, contact be made to advise on how to recruit a Youth Representative onto the Committee.

County Councillor Rockcliffe enquired if there was any scope to link to the Youth Advisory Board to assist in recruiting a Youth Representative. The Chairman, Councillor Mrs Nockolds undertook to liaise with the relevant Borough Council officers.

(vi) Visitor numbers

The Curator reported the visitor numbers for the Lynn Museum as set out at Appendix 1.

The Chairman, Councillor Mrs Nockolds commented that it was pleasing to note excellent visitor numbers at the end of 2011 and the beginning of 2012. The Curator informed the Committee that the year 2011/2012 had been up on numbers from the previous year.

8 (a) Green Quay Six Monthly Activity Report for period ended 31 March 2012

The Chairman, Councillor Mrs Nockolds informed the Committee that the Green Quay had played an important part during the Hanseatic celebrations and had hosted a dining event. A pirate's afternoon had also been organised and was fully booked.

AGREED: A report would be received at the next meeting.

(b) True's Yard Museum Six-Monthly Activity Report for period ended 31 March 2012

The Chairman, Councillor Mrs Nockolds advised that Green Quay and True's Yard Museum had worked well together to produce the Maritime Trail.

AGREED: A report would be received at the next meeting.

9 DATE OF NEXT MEETING

The next meeting would be held on Monday 12 November at 2.15 pm in the Heritage Room, Town Hall.

The Meeting closed at 3.01 pm

APPENDIX 1

Lynn Museum Visitor Figures to end of May 2012

		April	May	June	July	August	September	October	November	December	January	February	March	Year to Date	TOTAL
Lynn Museum	2010/11	Closed	91	936	1,127	1,826	1,570	2,038	1,612	982	1,256	2,401	1,376	91	15,215
	2011/12	1,090	665	801	1,103	1,784	1,486	2,312	1,675	1,486	1,541	1,669	1,600	1,755	17,212
	2012/13	1,155	757											1,912	1,912



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

15 October 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 June to September 2012**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The current temporary exhibition at Lynn Museum is *Hard Times: Poverty in King's Lynn in the early 20th century*, which is on show until 19 January 2013. This exhibition explores the challenges faced by poorer sections of Lynn's population in the Edwardian period, including unemployment, debt, slum housing, poor sanitation and disease.
- 1.2 The next temporary exhibition at Lynn Museum will be *Inspired Choice*, running from 29 January to 13 April 2013. This exhibition will feature selections of paintings from the King's Lynn Museums collections, selected by local groups including schools. A linked youth engagement project will also provide content for this display.
- 1.3 The *Mapping the Town* exhibition will then run from 27 April 2013, telling the story of the town through maps, models, photographs and objects.
- 1.4 A programme of illustrated talks continues to take place at Lynn Museum on Wednesday afternoons. Recent topics have included *Norfolk Workhouses* on 13 June and *Queen Victoria* on 12 September. Future talks include *Captain Vancouver* on 10 October and *The Natural History of West Norfolk* on 14 November.
- 1.5 A programme of family events took place at the Lynn Museum during the school summer holidays. These included: *Archaeology Day* on 21 July, *Ancient Egypt* on 31 July, *Monster Mammoths and Deadly Dinosaurs* on 9 August and *In Sickness & Health* on 16 August.

- 1.6 The Lynn Museum opened free of charge on Sunday 9 September as part of the *Heritage Open Day* programme co-ordinated by the Civic Society. The opening was supported by traditional music and there were 330 participants (534 in 2011).
- 1.7 Initial planning is underway for a programme of exhibitions and events that will contribute to the commemoration of the 2014 centenary of the outbreak of World War One. It is expected that this will complement a programme of national and regional events. Part of the exhibition will explore the impact of early Zeppelin raids on King's Lynn.

2. Other Museum Developments

- 2.1 The Lynn Museum has achieved full Accreditation from the Arts Council England and continues to be recognised as an Accredited Museum. The Accreditation Scheme sets nationally agreed standards for UK museums. To qualify, museums must meet standards on how they are managed, for the services they offer and on how they care for collections. Applying for Accreditation required staff to complete a detailed application form using the new standards and supplying evidence about management, access, services and collections care.



- 2.2 Alterations to the glazed front of the Lynn Museum reception are currently underway, with works including the installation of an improved automatic door. The Norfolk County Council Building Maintenance Fund will also be funding a programme of redecoration throughout the reception area. During the period of works (approximately 2 weeks) visitors will still be able to access the museum via the original museum entrance beneath the tower.
- 2.3 A “refresh” of the main exhibition gallery at the Lynn Museum will be taking place over the winter, utilising funding from the Arts Council Major Partnership programme. This work will include the installation of some additional objects formerly displayed at the Town House Museum. There will also be improvements to the labelling and display of recent acquisitions including the Hillington phallus. ACE funding will also enable the purchase of a new display case for temporary exhibitions in the reception area.

- 2.4 Costume displays at the Lynn Museum are currently being rotated with the assistance of an external costume conservator. Periodic rotations are required to reduce the impact of light exposure on delicate textile collections.

3. Friends of King's Lynn Museums

- 3.1 The Friends are continuing to offer a varied programme for members including lunchtime talks, trips and an annual lecture. The Friends continue to support the afternoon talks programme offered at the Lynn Museum during 2012. Their AGM will take place at 12pm on Monday 22 October at Lynn Museum. Their 2012 evening lecture will take place on 17 October, featuring a talk by Dr John Davies, NMAS Chief Curator.
- 3.2 The Friends continue to support a long-term conservation programme for parts of the fine art collection and have recently provided funds to support the latest stage of this project. The Friends have kindly paid for two oil paintings to be conserved, repaired, cleaned and reframed by Julie Crick, fine art conservator of Cambridge, as part of this ongoing commitment to improving the condition of the art collections [note: the images below show the paintings prior to conservation]. *Sarah Ingleby* painted in 1884 by Guido Philipp Schmitt (1834-1922) is a wonderful portrait of an elderly Victorian woman, which previously was in poor condition with a hole in the canvas. This portrait is among several of the Lynn Museum oil paintings being used as the prospective choices for the forthcoming *Inspired Choice* art exhibition running at Lynn Museum from 5th February to 13th April 2013.



'Greenland Fishery Yard from the Rear' 1917 by J.T. White shows the view of the famous Greenland Fishery public house on Bridge Street, Lynn, once used by whalers. The painting is currently on show in the *Hard Times* exhibition at Lynn Museum.

4. Partnerships

- 4.1 The Lynn Museum charging period runs from April to September. The free admission period runs from October to March. The free admission period is provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMAS, with part of the SLA funding contribution covering lost ticket income during the free admission period.
- 4.2 The operation of NMAS in King's Lynn & West Norfolk continues to be managed under the terms of the 2012-13 SLA with the Borough Council. Under an extension to the original agreement, NMAS continues 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.
- 4.3 NMAS is continuing to support colleagues from the Borough Council with the development of a proposal and HLF funding bid for a major project aimed at improving access to the Town Hall. NMAS has been assisting with the consultation stage for this project, which includes the operation of a Consultative Forum and the running of an extensive public survey. NMAS also helped lead on the development, delivery and evaluation of the pilot *History Alive!* family event day in the Town Hall on Saturday 21 July, which attracted 233 participants, approximately 80% of which came as part of family groups.
- 4.4 NMAS continues to lead the Greater Fens Museums Partnership. The development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives and Land* is progressing well, utilising the £358,000 awarded to the project over the next three years. Fenland **Project Officer Stuart Hall will provide a verbal update on progress to this meeting.**

5. Learning & Outreach

- 5.1 The Learning Officer provided significant input to the county-wide *Norfolk's American Connections* community exhibition project, which formed part of the Norfolk Cultural Olympiad. As part of the schools component of this project, the Learning Officer worked with children from Whitefriars Primary School, who spent three mornings at Lynn Museum exploring the life of Captain Vancouver, followed up by two days working at school.
- 5.2 In June Lynn Museum was approached by the Audrey Stratford Trust who wanted to work with NMAS on a project with local school children as part of the Trust's aims are to promote education and the history of Lynn. The Trust has now allocated £2,000 to fund visits to the museum by local schools wishing to explore Lynn History. The first of these sessions took place in September, with visits from Whitefriars Primary

AGENDA ITEM 5

School who participated in sessions exploring Roman history. Over the next year NMAS will be working with about 400 school children from at least four different schools using this funding.

- 5.3 NMAS is also running the first Arts Award After School Club part funded by Audrey Stratford Trust funding, working with Whitefriars School KS2 pupils to explore the fine art collections at Lynn. The children's work will form part of the new *Inspired Choice* exhibition in the spring.
- 5.4 A new Youth Engagement Officer has been appointed. Anna Caley's post is funded as part of the successful NMAS bid to Arts Council England for Major Grant funding over the period 2012-15. There will be a continued focus on developing programmes for young people including those categorised as NEET, alongside activities aimed at supporting and developing the King's Lynn Museums Youth Forum.
- 5.5 A monthly *Mini Explorers Club* continues to meet at the Lynn Museum, targeted at under 5's, their carers and families.
- 5.6 The Greater Fens Museum Partnership (led by NMAS) recently held its first learning event in King's Lynn, delivered as part of the *Fenland Lives & Land* project. Fenland Project Support Worker Ruth Farnan writes: "A group of seven young people from the local area came to King's Lynn Town Hall to learn about the Wash Estuary and its intricate relationship to the adjacent Fenlands. Participants had the opportunity to handle a variety of real museum objects at Lynn Museum, which was opened up especially for the group, as well as hearing tales from the past of how these two important landscapes have affected the life and culture of the area and how they have changed over the centuries. They then worked with a professional film-maker to produce a stop-motion animation based upon their discoveries. This animation will feature in one of the five touring exhibitions that are being created for the *Fenland Lives & Land* project. The event was a great success. The fantastic four-minute epic produced (it takes 10 frames to produce one second of animation) is testament to the enthusiasm and creativity of everyone involved. It includes scenes showing King John losing his treasure in the Wash's tide, the impact of the Hanseatic League on the town of King's Lynn and the Seventeenth Century drainage of the Fens led by Cornelius Vermuyden. Each scene is explained by the rap that was constructed by the group as a team effort, as performed by 14 year old Liam, one of the participants of the event. Evaluation of the event was overwhelmingly positive, with participant comments including 'It was awesome!' and 'I hope more stuff like this goes on in the future'. Parent/Guardian feedback included one mother who said that she was astonished at what her autistic son had achieved during the week, both creatively and socially. Another positive outcome of the project is that we have gained several enthusiastic new recruits to the King's Lynn Youth Forum, which will convene again in September."

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
Tel: 01362 869254
e-mail: robin.hanley@norfolk.gov.uk

**SERVICE LEVEL AGREEMENT BETWEEN NORFOLK MUSEUMS &
ARCHAEOLOGY SERVICE AND THE BOROUGH COUNCIL OF KING'S
LYNN & WEST NORFOLK FOR THE PERIOD APRIL 2012 - MARCH 2013**

1 **Introduction**

1.1 The Norfolk Museums and Archaeology Service (NMAS) comprises eleven museum and resource centres. NMAS aims to inform and inspire people's interest in the cultural and natural heritage of Norfolk through:

- Collecting, preserving and interpreting material evidence of the past
- Stimulating creativity, inspiration and enjoyment
- Providing an enjoyable way to learn throughout life
- Engaging with the widest possible audience
- Enriching people's lives and creating a sense of place and identity
- Enabling people to understand and value other cultures

1.2 This Service Level Agreement (SLA) relates to NMAS museum sites and collections in King's Lynn & West Norfolk and operates under the terms of the Joint Museums & Archaeology Agreement (JMAA).

1.3 The Area Museums Committee (AMC) for King's Lynn & West Norfolk currently receives quarterly reports on the operation of NMAS services in the borough.

- AMC Chairman - Cllr Elizabeth Nockolds

1.4 This SLA covers:

- The services provided by NMAS in the area covered by the Borough Council of King's Lynn & West Norfolk (BCKLWN)
- The contributions provided by NCC and BCKLWN
- The responsibilities of NCC and regarding maintenance of buildings as appropriate
- Any specific projects, objectives or targets for 2012-13

1.5 Officer contacts:
For BCKLWN

- Chris Bamfield - Exec Director Leisure & Public Space

For NMAS

- Robin Hanley – Western Area Manager

2 **Summary of NMAS services to be provided in King's Lynn & West Norfolk**

2.1 NMAS staffing:

- Post of Western Area Manager part-based in King's Lynn
- Curatorial staffing to support effective management and interpretation of King's Lynn Museum's collections and

resources.

- Visitor services staffing to support agreed opening hours for Lynn Museum.

2.2 Collections management and interpretation:

- Active management of an agreed Acquisition & Disposal Policy
- Appropriate collections management for West Norfolk collections covered by the JMAA
- Appropriate care and maintenance of heritage buildings covered by the JMAA
- Access to countywide specialist services incl. curation, conservation & display

2.3 Management and operation of NMA sites:

- Museum site - Lynn Museum
- Storage buildings - Aickman's Yard Stores 1&2 and the White Barn Museum Store
- Provision of an active exhibitions and events programme accessible to both borough residents & visitors

2.4 Support for life-long learning:

- Development & delivery of schools programmes
- Development & delivery of informal and family-learning programmes

2.5 Enquiry and information service:

- Free basic museum enquiry & identification service
- Provision of research facilities
- Development of on-line and electronic access to collections information

2.6 Supporting local communities:

- Regular consultation with community groups on museum developments
- Opportunities for volunteering
- Support for an active museum Friends organization
- Youth engagement programme

2.7 Marketing, PR, media and tourism:

- Marketing and promotional campaigns promoting NMA sites
- Support for joint marketing with partner attractions including the *Discover King's Lynn* marketing and joint ticketing scheme
- Access to countywide specialist marketing team
- Active participation in events promoted by BCKLWN

2.8 Partnerships and joint working:

- Support for the Greater Fens Museums Partnership
- Bringing the benefit of national partnerships to Norfolk eg Tate

Partnership, Partnership UK (British Museum).

- 2.9 Professional advice and support:
- Participation in relevant BCKLWN project teams
 - Provision of professional advice to relevant museums and heritage organisations in the King's Lynn & West Norfolk area.
- 2.10 Advocacy
- Representing relevant BCKLWN & Norfolk interests at local, regional, national, European and international levels
- 2.11 Performance data
- Provision of performance monitoring data as requested by BCKLWN or the Area Museums Committee.

3 Summary of contributions

3.1 NCC will provide:

Funding

- An annual net revenue budget (£120,420 in 2011-12 excl externally-funded project spending).
- Access to Arts Council England Major Grant Funding programme funding and projects
- An apportionment of central costs relating to central administration, specialist services, staff training, marketing, IT services, collections storage etc
- Access to corporate capital funding
- Access to Corporate Minor Works funding
- Access to Carbon Reduction Scheme (CERF) funding

Premises

- Maintenance of properties in line with lease agreement, subject to funding
- Access to NPS Property Surveyor staff teams and Building Maintenance Fund budgets
- Support for H&S and DDA improvements, subject to funding

Other

- Administration of the JMAC

3.2 BCKLWN will provide:

Funding

- An annual funding contribution to NMAS of £30,500.
- Contribution includes £8,000 towards the costs of the free admission scheme at Lynn Museum (October to March).
- Access to capital funding

Premises - the following sites will be provided for NMAS use:

a) Maintained by NCC:

- Lynn Museum
- Aickman's Yard Stores 1&2

b) Maintained by BCKLWN:

- Office, storage and meeting space on the first floor of the former Town House Museum building (Town Hall complex)
- Storage space within the White Barn (Arts Centre complex)

Other

- NMAS will be charged at internal BCKLWN rates for use of Town Hall spaces.
- Administration of the Area Museums Committee

Additional Targets for 2012-13

- 4.1 • Provision of collections management, conservation advice and support and enquiry service for Town Hall collections (regalia, fine art and non-archive collections). An additional payment of £5,000 will be provided by BCKLWN to cover additional NMAS resources required to cover this function.
- 4.2 • Provision of NMAS officer support with the development of a revised Round 1 HLF bid for Town Hall redevelopment project on behalf of BCKLWN.

Supplement to SLA between BCKLWN and NMAS 2012-13

1. Summary

Provision of collections management, conservation advice and support and enquiry service for specified Town Hall & Custom House collections

2. Town Hall & Custom House collections in scope:

- Fine Art – including paintings on display and in store
- Civic Regalia
- Agreed items of historic furniture

3. NMAS will provide:

- General collections management advice and support to include:
 - Regular inspection and condition monitoring of collections on display and in store
 - Advice on basic display and interpretation
 - General security advice
 - Generic insurance valuation advice for lower value collections
- Access to specialist conservation advice and support to include:
 - Reports on any specific remedial conservation requirements
 - Annual condition audit of relevant Town Hall & Custom House collections
 - Specification for any remedial conservation work as required
 - Sourcing of appropriate conservators to undertake remedial conservation work as required
 - Advice on environmental parameters and monitoring for display and storage areas
- Maintenance of collections documentation systems (subject to level of existing documentation)
- Recommendations for any additional collections documentation projects
- Advice on appropriate storage and display
- Support for the procurement of specialist insurance valuation services for higher value collections
- An enquiry service to members of the public and specialist researchers
- Guidance to BCKLWN on any loan requests for Town Hall or relevant Custom House collections including creation of specifications for any loan requirements
- Guidance to BCKLWN on appropriate use of collections (eg guidelines for use of regalia for civic purposes)

4. Exclusions:

- Borough Archive collections (this function covered by NRO)
- Costs of any remedial conservation or specialist preventative conservation
- Costs of any specialist insurance valuation service
- Costs of any transport/courier service for collections

AGENDA ITEM 5
APPENDIX A

- Costs of conservation and packing materials
- Responsibility for any damage to Regalia or other Town Hall collections relating to civic or other use
- Movement/preparation of regalia for civic use
- Specialist security advice relating to high value collections

5. BCKLWN will provide:

- An additional collections management fee to NMAS of £5,000 p.a.
- Access to existing collections documentation
- Reasonable access to relevant parts of Town Hall and Custom House
- Appropriate budget and procurement service for any conservation or valuation services (no expenditure commitments to be undertaken without prior BCKLWN approval)
- Insurance cover for all Town Hall and Custom House collections
- Timely notice of any intended uses/loans of collections covered by this agreement
- Timely notice of any building works or events that may impact on collections covered by this agreement

AGENDA ITEM 6

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

Date: 15 October 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 undertaken by the Borough Council during the period March - September 2012.

2 Website and on – line marketing

2.1 The new website www.visitwestnorfolk.com went live on 18 July.

2.2 Visitors to the Borough Council website are now directed to the new site. Prior to go live all accommodation advertisers were contacted regarding the changes and new functions which would be available. Two workshop sessions were organised on 6 the July where delegates were given an overview of the new site and in depth training session from Guest Link on using the new guest link services for on-line availability, booking and detail updates. Prior to go-live, links to the site were also distributed amongst a test group who were asked to undertake a series of tasks to verify the structure and functionality of the site.

2.3 The site features comprehensive information of the destination of West Norfolk as well as detailed product information of individual sites, businesses and facilities. A key feature of the site is the way in which attraction, accommodation and event information is inter-linked during search results.

2.4 A demonstration by the Tourism Manager to the committee will show some of the site key features.

2.5 Site statistics

2.5.1 User statistics to the site are now being produced on a monthly basis, providing information on overall site visits, home page visits, visits to the most popular pages and external referrers. This will also provide information on the total number of page views for accommodation property pages, events and attractions.

2.5.2 During the period August and September the site had over 18,600 user sessions and 57,000 page views. Additional data will be provided at the Committee meeting on 15th October. Because the previous visitor section was an integral part of the Borough Council site, direct comparison with previous usage is difficult, however, front page visits to the new site are already around 80% higher than to the front page of the visitor section on the previous site.

2.6 Marketing and social media

2.6.1 Since the go live date a Google AdWords campaign has been running to generate visits to key parts of the site using a wide variety of different search terms. This will continue through October.

AGENDA ITEM 6

- 2.6.2 A twitter account is running to attract visitors to the site, with the number of followers steadily increasing. Recent tweets have include items such as Heritage Open Day, the Hunstanton 10K beach run and success in the Anglia in Bloom competition.
- 2.6.3 The tourism team are working with the course leader and students from the travel and tourism course at the College of West Anglia on a project to identify opportunities and best methods for using social media to promote West Norfolk.

3 Update on the 2012 destination marketing campaign

3.1 West Norfolk Holiday guide

The lead generation and brochure distribution campaign is still underway with several on line and of line promotions still generating enquiries. The final distribution breakdown for the holiday guide is expected to be:

- 52,500 enquiries generated through the main on line and off line advertising campaigns.
- 6,000 enquiries are expected through general enquiries and requests generated from 3rd party websites (such as www.visitnorfolk.co.uk).
- 18,000 copies will have been distributed through the national TIC network
- 7,000 at prime regional sites.
- 11,500 copies will have been distributed through local West Norfolk Tourist Information Centres and at exhibitions/events.

3.2 Where To Go and What to Do in West Norfolk

The finished format for the 2012 Where To Go and What To do in West Norfolk guide was changed from previous years, making it more economic to produce and having improved durability. 200,000 copies were produced. Distribution has taken place throughout a catchment area of approximately 75 minutes drive time to West Norfolk.

3.3 Discover King's Lynn

An increased print run of 110,000 copies of Discover King's Lynn 2012 were produced and will all have been distributed by the end of the autumn. The discount King's Lynn voucher scheme, with offers provided at Lynn Museum, True's Yard Fisherfolk Museum, The Green Quay, The Custom House Maritime Exhibition and at Tales of The Gaol House has proceeded well. The number of people using the vouchers to take advantage of the offers in 2012 will be higher than it was in 2011.

3.4 Hunstanton and Downham Market mini guides

Updated version of these guide were printed and distributed. A reprint of the Hunstanton Wolf Trail guide was necessary

4 Proposals for 2013 West Norfolk main destination promotion

- 4.1 Work on production of the 2013 West Norfolk holiday Guide is underway. The target is 90,000 copies to be published in December with distribution commencing immediately in 2013. Although the basic format is being maintained, increased editorial coverage will be given to promoting the heritage product of King's Lynn.
- 4.2 The promotional package for advertisers which again includes advertising space in the brochure, presence on the website and promotion through the Tourist Information Centres does give increased emphasis to the on-line web entries. The entry level of advertising for accommodation providers now includes the use of a photograph on the

AGENDA ITEM 6

browse entry and the property site entry, a short descriptive paragraph and option to use the on availability and booking functions provided by the website.

- 4.3 The 2013 lead generation campaign is currently being planned. This will comprise one campaign using both off line and on line media to generate direct requests for the West Norfolk Holiday Guide. A second campaign will comprise on-line activity aimed directly at generating additional visits to the website and generating sign ups to on-line 'news and offers'. Details of both campaigns should be confirmed by early November.
- 4.4 West Norfolk has registered interest in participating in themed marketing campaigns organised by Visit England. The campaigns are supported by funding secured by a national bid to the regional growth fund. Campaign proposal will be worked up during October and November with firm commitments from destination partners required after that date. The first campaign flagged up, is based on destinations which have outstanding products under the theme of 'Rural Escape'. Other campaigns include the great English Seaside and Coastal Escapes.

5 Tourist Information Centres

- 5.1 Levels of throughput at Tourist Information Centres has been variable throughout the year and very likely affected by the weather. At King's Lynn these effects have been less pronounced and are above the level expected at this point in the year. At Hunstanton figures were lower than expected for May, June and July so that the annual total to date is below the normal expected at this time of the year. The same pattern applies at Downham Market.

6 Other heritage marketing

6.1 King's Lynn Town Guides

- 6.1.1 A total of 15,000 copies of the improved King's Lynn Town Guides Guided Walks leaflet for 2012 were printed and distributed.
- 6.1.2 A total of 8 new town guides successfully completed and passed the intensive King's Lynn Town Guide training course and received their awards on 10th July.

6.2 King's Lynn Maritime trail

Work is continuing to take place to develop the King's Lynn 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. The proposed trail which is based on a version trialled in 2010 would start at True's Yard Fisher folk Museum and end at Marriott's Warehouse. Between 25 – 30 pavement way marker plaques would be used, featuring designs based to reflect the 4 historical wards that the trail goes through. A draft trail guide booklet is currently being produced. It is expected that full trail will be completed during the winter.

6.3 King's Lynn pedestrian signposting

The content and locations featured on the current range of 34 directional fingerposts in the town centre have been reviewed. A new scheme of location signs have been produced and will be installed at the same time that the posts are refurbished over the next two months. The scheme ensures that the main areas of town are signed from every signpost location.

AGENDA ITEM 6

6.4 Welcome and orientation information signs

A series of new welcome and orientation signs have been developed and installed at all the car parks in Hunstanton. It is intended that proposals for improved signage at car parks and arrival points in King's Lynn could also be developed.

6.5 Heritage Open Day

2012 Heritage Open Day took place on 9th September 2012. Organised again by the Civic Society in partnership with the Borough council, Town guides and other organisations, the event featured more sites and activities open to the public than before with 45 sites available include two boast at Bentinck Dock plus activities on Purfleet Quay, Baroque dancing at the Town Hall and Street Theatre. The days events were very positively received. Generally visitor numbers to individual sites appear to have been slightly lower than in 2011. However there were more sites/activities available.

6.6 The Hanse

The proposed project between 25 Hanse cities to develop marketing of the Hanse as a key cultural tourism in Europe is developing. Although the original funding application to the European Commission just failed to secure grant funding, the project led by Visby in Sweden is receiving funding via the Baltic Sea Unit of the Swedish Institute. The project was launched at the Hanse convention in July and since then the number of partner cities has increase to 32. A SWOT analysis of the existing product was undertaken by all partners in August and a further project meeting to take place in November.

6.7 The Town Hall

Further survey and consultation work to help develop a revised project proposal for the King's Lynn Town Hall project has been taking place. The work on the revised scheme aims to reflect the issues raised by the HLF following the previous application submitted in 2011. It will adopt a single thematic focus, focusing on the "Stories of Lynn" (or similar title) which the project articulates through the King's Lynn Archive, the historic spaces and collections of the Town Hall and Gaol House and through linking and networking with other heritage agencies and sites in the town.

It is proposed that the cost of the scheme is revised to a lower level which would set it as a regional application rather than a national scheme. In this context the project costs would be estimated at £2.3 – 2.5 million with grant requested from HLF below £2 million

Consultation to support a revised bid has been undertaken with a wide range of users, interested bodies and individuals including an on line survey, written and face to face surveys and a family fun day event at the Town Hall. A consultative forum has been formed with 3 meetings having taken place.

A draft bid and consultation report will developed and reviewed externally, with a view to submitting a stage 1 application in November

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.

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