

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



# **KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE**

## **Agenda**

**Monday 25 February 2013  
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

15 February 2013

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 25 February 2013 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 15 October 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 **Verbal Report from the Youth Engagement Officer**

To receive a verbal update on NMAS programmes for young people – Youth Engagement Officer Anna Caley.

6 **Report of the Western Area Manager**

To consider the attached report:

- King's Lynn Museums Report (attached at pages 9 -13).

7 **Site Update Report**

- (True's Yard Museum six-monthly activity report (attached at pages 14 - 15)

8 **Norfolk Museums Service Review**

To receive a report from the Chairman, Councillor Mrs Nockolds (attached at pages 16 – 18)

9 **Date of Next Meeting 2013**

**Monday 13 May 2013**, 2.15 pm in Meeting Rooms 1, 2 and 3, 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

### **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 Officer**

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 15 October 2012 at 2.15 pm in the  
Committee Suite, King's Court, Chapel Street, King's Lynn

**PRESENT:**

Councillor Mrs E A Nockolds (Chairman)	- Borough Council of King's Lynn & West Norfolk
Councillor M Back	- Borough Council of King's Lynn & West Norfolk
Tim Humphreys	- Borough Council of King's Lynn & West Norfolk
Wendy Vincent	- Democratic Services Officer, Borough Council of King's Lynn and West Norfolk
County Councillor M Chenery	- Norfolk County Council
County Councillor B Long	- Norfolk County Council
County Councillor M Langwade	- Norfolk County Council
County Councillor R Rockcliffe	- Norfolk County Council
County Councillor A J Wright	- Norfolk County Council
Mr S Hall	- Norfolk Museums and Archaeology Service
Dr R Hanley	- Norfolk Museums and Archaeology Service
Mr B Howling	- Friends of King's Lynn Museums

**1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Mrs S Smeaton, A Tyler and V Trevelyan.

**2 MINUTES**

The notes of the meeting held on 11 June 2012 were agreed as a correct record.

**3 MATTERS ARISING**

There were none.

**4 DECLARATIONS OF INTEREST**

County Councillor R Rockcliffe declared an interest as he was a Trustee of the Green Quay.

## 5 **REPORT OF WESTERN AREA MANAGER**

### **King's Lynn Museums Report – June to September 2012**

The Western Area Manager presented the report which provided Members with information on King's Lynn Museums for the period June to September 2012 as set out below:

#### **(i) Temporary exhibitions and events at Lynn Museum**

The current temporary exhibition at Lynn Museum was *Hard Times: Poverty in King's Lynn in the early 20<sup>th</sup> century*, which was on show at the Lynn Museum until 19 January 2013. The exhibition explored the challenges faced by poorer sections of Lynn's population in the Edwardian period.

The next temporary exhibition at Lynn Museum would be *Inspired Choice*, running from 29 January to 13 April 2013. The exhibition would feature selections of paintings from the King's Lynn Museums collections, selected by local groups including schools. The Committee would be invited to the opening event on 29 January 2013 from 4.00 to 5.00 pm, the Chairman, Councillor Mrs Nockolds would be invited to perform the opening ceremony.

The *Mapping the Town* exhibition would run from 27 April 2013, telling the story of the town through maps, models, photographs and objects.

A programme of occasional illustrated talks continued to take place at Lynn Museum on Wednesday afternoons. Future talks would include The Natural History of West Norfolk.

A programme of family events took place at 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 and Health on 16 August.

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. Although the number of visitors had decreased in 2012, the Museums Service were happy to continue to support future Heritage Open Days.

Initial planning was underway for a programme of exhibitions and events that would contribute to the commemoration of the 2014 centenary of the outbreak of World War One. It is expected that this would complement a programme of national and regional events. Part of the exhibition would explore the impact of early Zeppelin raids on King's Lynn.

**(ii) Other Museum Developments**

The Lynn Museum had achieved full Accreditation from the Arts Council England and continued to be recognised as an Accredited Museum. 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.

Alterations to the glazed front of the Lynn Museum reception were currently underway, with works including the installation of an improved automatic door. The Norfolk County Council Building Maintenance Fund would also be funding a programme of redecoration throughout the reception area.

A “refresh” of the main exhibition gallery at the Lynn Museum would be taking place over the winter, utilising funding from the Arts Council Major Partnership programme. This work would include the installation of some additional objects formerly displayed at the Town House Museum. . There would also be improvements to the labelling and display of recent acquisitions including the Hillington phallus.

**(iii) Friends of King’s Lynn Museums**

The Friends continued to offer a varied programme for members including lunchtime talks, trips and an annual lecture. Mr Howling circulated details of the lecture of Prehistoric Norfolk, which would take place on 17 October at the Town Hall. Their AGM would take place at 12 pm on Monday 22 October.

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. The Friends had kindly paid for two oil paintings to be conserved, repaired, cleaned and reframed.

**(iv) Partnership Projects**

The Lynn Museum charging period ran from April to September. The free admission period would run from October to March. The free admission period was 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.

The operation of NMAS in King’s Lynn and West Norfolk continued to be managed under the terms of the 2012/13 SLA with the Borough Council. Under an extension to the original agreement, 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.

NMAS was 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 of the Town Hall. A bid would be submitted at the end of November 2012.



NMAS was continuing to lead the Greater Fens Museums Partnership. Stuart Hall, Project Officer provided a verbal update, a summary of which is set out below.

The Committee was advised that the Norfolk Museum and Archaeology Service continued to support smaller regional museums through the Greater Fens Museums Partnership. It was organised into clusters of museums, community groups and local organisations all working together to create five co-produced exhibitions. The project would create sustainable partnerships at a local level and would work towards establishing itself as an exemplar model of how to embed local heritage, local choice and learning into a project that supported a number of social agendas.

It was highlighted that all five exhibition clusters listed below had held their first meeting and each exhibition had been allocated £20,000 to develop:

- The 'Early History of Fen Communities'.
- The 'Tales of Fen People'.
- The 'River Marsh and Mere.'
- Shops, Pubs and Trades.
- 'Living on Land and Water.'

The project was working with a whole range of very diverse groups. Equally, plans were being put in place to work with local unemployed adults through the development of transferrable employment skills and the gaining of accreditation.

Mr Howling commented on the Living on Land and Water exhibition where the idea was to explore a journey of a Fenland Barggee, he stated that the Barggees were often referred to as Lighters. Mr Howling also informed the Committee that Lord Alford's journey in 1774 and a survey undertaken by William Dugdale in 1557 proved interesting reading. In response, Stuart Hall, Project Officer explained that he was aware of the term "Lighter" and often referred to a male travelling alone. A map would be available which would have sensory hotspots embedded into it that could be pressed to trigger information to be displayed on a nearby audio-visual unit.

In response to a question from County Councillor Chenery regarding the opening of the exhibitions, the Project Officer advised that the opening event to include all five exhibitions would hopefully take place at St Nicholas Chapel in King's Lynn.

Following questions, from the Chairman, Councillor Mrs Nockolds regarding use of the exhibition materials once the exhibitions had finished, the Project Officer advised that a mix of materials to support the exhibitions had been used and some could be transported by van and others dismantled and put into the back of a car.

The Chairman, Councillor Mrs Nockolds referred to the county-wide Norfolk's American Connections community exhibition project and the events associated with it. The Western Area Manager explained that there was an event scheduled for 20 October at the Lynn Museum.

**(v) Learning and Outreach**

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 to promote education and the history of Lynn. The Trust had now allocated £2,000 to fund visits to the museum by local schools wishing to explore Lynn History. Over the next year NMAS would be working with about 400 school children.

NMAS was 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. All pupils who attended the club would be offered a recognised qualification award through the scheme.

A new Youth Engagement Officer had been appointed. The post was funded as part of the successful NMAS bid to Arts Council England for Major Grant funding over the period 2012-15.

**(vi) Visitor numbers**

The visitor numbers were tabled. It was noted that the figures were 12% down during the same period in 2011. However, it was highlighted that there had been a decrease over the summer months, which had reflected the national trend and could have been related to the Olympics and Jubilee celebrations.

County Councillor Long referred to paragraph 2.1 of the report and asked if achieving Accreditation from the Arts Council for England would help to attract additional funding. In response, the Western Area Manager explained that a great deal of work had been undertaken to achieve the Accreditation and that the Lynn Museum was the first to achieve the Accreditation within the Museums Service. It was therefore anticipated that this would assist in obtaining external funding in the future.

In response to questions from County Councillor Long on the alterations to the front doors and the problems previously encountered by groups of youths congregating, the Western Area Manager explained that significant benefits had been achieved with the alterations to the front of the Museum and the issue of youths and anti-social behaviour had disappeared, as the Police had treated it as a priority issue and the addition of CCTV had also helped.

In response to a comment made by County Councillor Langwade regarding the wording in paragraph 1.7, the Western Area Manager advised that staff were mindful of the sensitivity of language used to promote such exhibitions and events.

Following questions from County Councillor Chenery on the Sarah Ingleby and Guido Schmitt paintings, the Western Area Manager explained that Tim Thorpe, Curator at the Lynn Museum would have the information requested and would ask him to forward the information direct to County Councillor Chenery.

Councillor Back referred to paragraph 4.2 and the Service Level Agreement, he asked for more detailed information relating to the £5,000 management fee. In response, the Western Area Manager explained that he did not have the information to hand, but would present a report to the next meeting of the Committee.

The Chairman, Councillor Mrs Nockolds thanked the Western Area Manager and the Project Officer for their interesting and informative reports. In particular, the Chairman thanked the Western Area Manager for the work he had undertaken towards the proposals for the funding of the HLF bid for the Town Hall.

On behalf of the Committee, the Chairman, Councillor Mrs Nockolds thanked the Friends for the valuable work they carried out within the Museum.

**RESOLVED:** (1) That the newly appointed Youth Engagement Officer be invited to attend the next meeting.

(2) The Chairman, Councillor Mrs Nockolds on behalf of the Committee to write a letter of congratulations to staff on achieving full Accreditation from the Arts Council, England.

(3) The Western Area Manager to present a report on the details of the Service Level Agreement at the next meeting.

## **6 REPORT OF THE TOURISM MANAGER, BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK**

The Tourism Manager presented a report which updated members on tourism marketing undertaken by the Borough Council during the period March – September 2013.

### **Website and on-line Marketing**

The Tourism Manager provided a demonstration of the site key features of the Website that went live on 18 July 2012.

Two workshop sessions were organised on 6 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 going 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.

### **Site Statistics**

User statistics to the site were 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 would also provide information on the total number of page views for accommodation property pages, events and attractions. Because the previous visitor section was an integral part of the Borough Council site, direct comparison with previous usage was difficult, however front page visits to the new site were already around 80% higher than to the front page of the visitor section on the previous site.

## Marketing and Social Media

Since the go live date a Google adwords campaign had been running to generate visits to key parts of the site using a wide variety of different search terms.

A twitter account was running to attract visitors to the site. Recent tweets had included items such as Heritage Open Day, the Hunstanton 10k beach run and success in the Anglia in Bloom competition.

The Tourism Team were 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.

## Update on West Norfolk Destination Marketing Campaign

### **West Norfolk Holiday Guide**

The brochure distribution was still underway. The final distribution breakdown for the holiday guide was expected to be:

- 52,500 enquiries generated through the main on and off line advertising campaigns.
- 6,000 enquiries expected through general enquiries and requests generated from 3 party websites.
- 18,000 copies distributed through the national TIC network.
- 7,000 at prime regional sites.
- 11,500 copies distributed through local West Norfolk Tourist Information Centres and at exhibitions/events.

### **Where to Go and What to Do in West Norfolk**

The finished format for 2012 was changed, making it more economic to produce and having improved durability, 20,000 copies were produced and distribution had taken place throughout a catchment area of approximately 75 minutes drive time to West Norfolk.

### **Discover King's Lynn**

An increased print run of 110,000 copies were produced and all would have been distributed by the end of the autumn. The King's Lynn discount voucher scheme had proceeded well. The number of people using the vouchers to take advantage of the offers in 2012 would be higher than in 2011. Through to 30<sup>th</sup> September, 1276 people had used the vouchers compared with around 800 in 2011.

### **Hunstanton and Downham Market Mini Guides**

Update versions of these guides were printed and distributed. A reprint of the Hunstanton Trail guide was necessary.

The Committee's attention was drawn to the following sections of the report:

- Proposals for 2013 West Norfolk Main Destination Promotion.
- Tourist Information Centres.
- Other Heritage Marketing - King's Lynn Town Guides, King's Lynn Maritime Trail, King's Lynn Pedestrian Signposting, Welcome and Orientation Information Signs, Heritage Open Day, The Hanse, The Town Hall.

In response to questions from County Councillor Chenery on the Google search – West Norfolk, the Tourism Manager explained that whilst work had currently focused on 'West Norfolk' search term, further work would be carried out to raise its profile under 'Norfolk' search terms.

In response to questions from County Councillor Long on requesting a brochure, the Tourism Manager confirmed that the brochure request function generated a had copy brochure request, but the Travel and information section also included PDF download facilities for all the West Norfolk brochures.

In response to questions from County Councillor Chenery on the Hanse connections, the Tourism Manager explained that the current cities involved in the Hanse League were available on the Website and undertook to include the Website link with the Minutes of today's meeting (<http://www.hanse.org/de/>).

The Chairman, Councillor Mrs Nockolds thanked the Tourism Manager for the demonstration of the Tourism Website and report.

## **7 SCHEDULE OF MEETINGS 2013**

The Schedule of Meetings for 2013 were agreed as follows:

25 February 2013

13 May 2013

14 October 2013

**The Meeting closed at 3.48 pm**



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01362 869254 and we will do our best to help

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

**25 February 2013                      Item No.6**

**KING'S LYNN MUSEUMS REPORT**

**Report by the Western Area Manager**

**This report provides information on King's Lynn  
Museums in the period October 2012 to January  
2013**

**1. Temporary exhibitions and events at Lynn Museum**

- 1.1 The temporary exhibition *Hard Times: Poverty in King's Lynn in the early 20<sup>th</sup> century* ran at Lynn Museum until 19 January 2013. This exhibition explored 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 current temporary exhibition at Lynn Museum is *Inspired Choice*, running from 5 February 13 April 2013. This exhibition comprises local community groups' artistic responses to paintings in the museum collections, with each group creating their own artistic work for display. The participating groups included the King's Lynn Embroiderers Guild, King's Lynn and District Camera Club, the Roseberry Centre, Goodwins Hall care home residents, pupils from Whitefriars' Primary School and the Museum Youth Forum, who created an animation. The exhibition was opened by AMC Chairman Councillor Elizabeth Nockolds, with representatives from the participating community groups and schools in attendance. The opening was covered in the local press and on Radio Norfolk.
- 1.3 The *King's Lynn on the Map* temporary exhibition will 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 *Queen Victoria* on 12 September, *Captain Vancouver* on 10 October *The Natural History of West Norfolk* on 14 November and *Treasures*

from the Lynn Museum on 9 January. A full programme of talks is scheduled for 2013.

- 1.5 A regular programme of family events continues to be scheduled at the Lynn Museum. These have included *Captain Vancouver* on 20 October (part of the NCC Community Service's Norfolk's American Connections project), *The Big Draw: Inspired by Seahenge* on 30 October and *Christmas Crafts through the Ages* on 8 December.
- 1.6 Planning work is continuing for an exhibition and event programme that will mark the 2014 centenary of the outbreak of World War One. It is expected that this will complement a programme of national and regional events, with a county-wide HLF bid currently being scoped by NCC Community Services. Part of the exhibition proposed for Lynn Museum will explore the impact of early Zeppelin raids on King's Lynn.

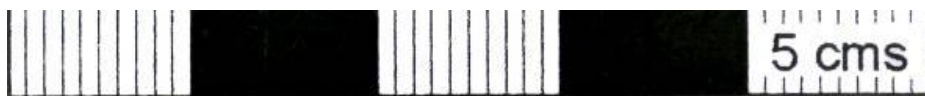
## **2. Other Museum Developments**

- 2.1 Alterations to the reception of the Lynn Museum reception are now complete. These works included the installation of a new automatic door, replacement glazing panels in the front glass evaluation, new floor coverings and an additional retail display unit. The NCC Building Maintenance Fund also funded a programme of redecoration throughout the reception area. The site remained open throughout the works. The additional space created by these improvements will facilitate greater flexibility with school and other groups visiting the museum and will enhance retail opportunities.
- 2.2 The refresh of the main exhibition gallery at the Lynn Museum will now take place during 2013, using ACE funding. This work will include the installation of additional objects such as medieval pilgrim badges formerly displayed at the Town House Museum, alongside improvements to the labelling and display of a number of recent acquisitions. A new high specification display case for temporary exhibitions is currently on order for the reception area. These works will be undertaken by the NMAS in-house display team.
- 2.3 Costume displays at the Lynn Museum are currently being rotated with the assistance of an external costume conservator.

## **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 supported the afternoon talks programme offered at the Lynn Museum during 2012 and will continue to do so in 2013.
- 3.2 The Friend are currently redesigning and reprinting their membership leaflet, with assistance from Teaching Museum trainee Sarah Cassell.

- 3.3 The Friends held their AGM on Monday 22 October at Lynn Museum, with a good number of members in attendance. The Western Area Manager gave a talk on the current challenges facing the museums sector.
- 3.4 The Friends continue to support a long-term conservation programme for parts of the fine art collection, in liaison with the Collections Officer. The latest group of pictures requiring conservation is currently being assessed.
- 3.5 The Friends have recently funded the acquisition of a 16<sup>th</sup> century silver gilt dress hook found by a metal detectorist at Bawsey and classified as Treasure under the Treasure Act.



#### 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 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 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. The five "clusters" of museums and community groups responsible for creating the suite of travelling exhibitions have now confirmed their design briefs and a procurement process is currently underway for



exhibition design services. It is anticipated that the exhibitions will launch in summer 2014 and then tour a range of community venues across the Fens. An events programme is also being developed, alongside a marketing strategy and learning plan for schools.

- 4.4 Lynn Museum will feature in the 2013 *Discover King's Lynn* tourism marketing leaflet and accompanying discount voucher scheme, offering £1 off the normal adult admission charge of £3.70 (2013-14).

## 5. Learning & Outreach

- 5.1 The Lynn Museum is currently hosting a Teaching Museum trainee as part of the NMAS *Teaching Museum* programme funded by ACE as part of the 2012-15 Major Partner Museum ACE business plan. Under this programme trainees are employed as NCC staff for 12 months and undertake long-term work-based placements in different departments and teams across NMAS. The trainees come together as a cohort to undertake training and development activities and also work on shared projects. Sarah Cassell is part of the first intake on eight trainees. Sarah is working as Curatorial Assistant across the sites of Lynn Museum and the Ancient House Museum in Thetford and will be gaining practical experience in a broad range of curatorial areas including developing temporary exhibitions, documenting collections and supporting formal and informal learning.
- 5.2 Lynn Museum has worked with 345 pupils using funding from the Audrey Stratford Trust. The pupils have explored Romans, Invaders and Settlers, Tudors, Toys and Games in the Past and the history of the Lynn Mart.
- 5.3 Over the last term Lynn Museum worked with Whitefriars School to deliver Discover and Explore Arts Awards for a group of KS2 children. The pupils created poetry and collage inspired by the Lynn fine art collections. The children's work is included in the new *Inspired Choice* exhibition.
- 5.4 **Recently appointed Youth Engagement Officer Anna Caley will give a verbal report to this meeting.** This post and spend budget is funded as part of the ACE Major Partner business plan 2012-15. Through this programme 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. Forum members recently created an animation for the *Inspired Choice* exhibition currently on show at Lynn Museum.

## 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](mailto:robin.hanley@norfolk.gov.uk)

**TRUE'S YARD FISHERFOLK MUSEUM, KING'S LYNN**

**Report for King's Lynn and West Norfolk Area Museums Committee**

**25 February 2013**

**Staffing**

We have a part-time manager on a temporary basis until a permanent replacement can be found. The job is for a 3 day working week to share with the other manager who will do 2 days per week.

**Awards**

I am pleased to say that we won the **EDP Tourist Award for Small Tourist Attraction 2012**. The manager and her husband went to Carrow Road, Norwich to receive the award. We have also entered the Visit England awards.

**Boiler**

We have had to have one of the central heating boilers replace due to the old one falling apart. This was quite a big expense and I would like to thank the FOTY for their generous donation towards the cost of this.

**Eastern Fisheries Archive**

The CEO of Eastern Fisheries has asked if TY can house more of their records. Storage and environmental conditions have been upgraded in the Archive Room..

**Accreditation**

The manager, along with the help of a Trustee and our Museum mentor, got the application in on time. Thank you to all with their help.

**Events**

True's Talks begin on 31<sup>st</sup> January. These proved to be very successful in the autumn and are proving to be just as popular this time round. School bookings are buoyant.

**Community projects**

We have joint projects with NTS, King's Lynn Rotary Club and the Purfleet Trust as well as the Town Guides

**Room bookings**

We have been very fortunate with these as Adult Education have booked rooms for 3 days per week for English Language classes.

**Visitor numbers**

Visitor numbers for last year achieved 12,500 + (financial year 2011/2012).

## **AGENDA ITEM 8**

### **NORFOLK MUSEUMS SERVICE REVIEW**

#### **KL & WN Area Museums**

A review of the Norfolk Museums & Archaeology Service (NMAS) was agreed by the NCC Cabinet April 2012 and taken on by a cross party working party. The Chairman of each Area Museum Committees was interviewed as well as staff and other interested stakeholders. An on-line survey was conducted with separate questionnaires for people who have visited the Museums. Schools in Norfolk have also been contacted.

#### **Findings of the Working Party**

The overall findings are positive in a number of areas and the service provided by NMAS is highly valued by its users with valuable resources for schools and students.

Most Museum buildings are huge assets and in general local government in Norfolk is very supportive. Staff are very dedicated, self motivated and enthusiastic.

The Chairman of the Working Party has put forward Recommendations which the NCC Cabinet has received at its meeting on the 3<sup>rd</sup> Dec 2012.

The NCC Cabinet resolved to consult with stakeholders followed by an action plan which will be considered at a future meeting.

As requested, as Chairman and Cabinet Member, I have discussed with Executive Director Chris Bamfield and consulted with the Vice-Chairman the recommendations within the report of the Working Party and sent my comments in readiness for the Joint NMAS Committee being held on February 15<sup>th</sup> 2013.

Dear Councillor Stone

### **Norfolk Museums Service Report**

Thank you for the copy of the above report and your letter dated 4 December requesting views from the Borough Council to help inform the action plan.

I have discussed the issues raised within the report with relevant Members and Officers and would make the following comments;

1. The Borough Council Members and Officers have a good working relationship with the Norfolk Museums Service and have generally felt involved and informed with regard to the work of the service. We have a current Service Level Agreement in place for the year which was agreed in March 2012. I think this sets out clearly the role of the Museums Service and the Borough Council, which includes support for life-long learning, supporting local communities, partnership and joint working and marketing and tourism. With regard to admissions policy this is reflected in the SLA with a direct contribution towards the winter free use by the Borough.
2. The current West Norfolk Area Museums Committee (WNAMC) has been operational for a considerable time. Membership of the groups includes five Borough Councillors, five County Councillors and other voluntary group representatives. Again I have found this to operate successfully and have chaired the group for the last 8 years. There are always some Members who cannot make the meetings but we generally have 6/7 Councillors at each meeting. The Chairman of the Joint Norfolk Museum Committee and the Head of Norfolk Museums have attended on occasions.
3. I think we're clear about our role in that we are able to set and influence the overall strategy but then Officers are left to deliver that. It may be that this could be formalised more by setting out a formal action plan.
4. In general we would support Sunday opening of the Museums if this is financially viable. However, we feel this would need to be considered locally in the context of other attractions available that might attract "Heritage Visitors". We would be pleased to be involved in discussions around this possibility as well as the proposed review of fees and charges.

The current admissions income for the Museum Service is, I believe, in the region of £800,000 a year, a not insubstantial sum. I do not believe a blanket policy of free admissions is the way forward. As already mentioned we do have free admissions during the winter at the King's Lynn Museum and I think this would be more effective in increasing attractions without jeopardising a substantial source of revenue in these difficult financial times.

5. In terms of the role of Officers and Members, we have found this to work effectively. In the environment we now live in, a key issue is the availability of funding for work. The WNAMC are involved in discussions around the Strategy and Aim for the services but Officers then have to implement that within the resources available. The service has been very successful at this and has brought in substantial funding;
- HLF funding for Lynn Museum.
  - HLF funding for Fenland Lives and Land project.
  - Wolfson Foundation funding for Sea Henge Gallery.
  - Funding for Youth Engagement and Learning through Renaissance in the Regions.
  - Arts Council Funding.

My overall comment would be that from the Borough Council's perception, we believe the Norfolk Museums Service is an excellent service, there are always areas for improvement but these need to be considered in the context of the successful service we currently have.

I trust this is helpful but would be pleased to participate in further discussions regarding agreeing an action plan.