

NORFOLK COUNTY COUNCIL

BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK

KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

**Notes of a meeting of the above Committee held on
Monday 14 October 2013 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 Mrs S Smeaton	- Borough Council of King's Lynn & West Norfolk
Councillor A Tyler	- Borough Council of King's Lynn & West Norfolk
Councillor A J Wright	- Borough Council of King's Lynn & West Norfolk
County Councillor M Chenery	- Norfolk County Council
County Councillor H Humphrey	- Norfolk County Council
County Councillor R Coke	- Norfolk County Council
Mr S Miller	- Head of Service (Museums)
Dr R Hanley	- Norfolk Museums and Archaeological Service
Lindsey Bavin	- Manager, True's Yard
Dr Clive Bond	- West Norfolk and King's Lynn Archaeological Society <i>(left the meeting at 4.10 pm)</i>
Mr T Humphreys	- Tourism Manager, Borough Council of King's Lynn and West Norfolk
Wendy Vincent	- Democratic Services Officer, Borough Council of King's Lynn and West Norfolk

1 APPOINTMENT OF CHAIRMAN

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

2 APPOINTMENT OF VICE-CHAIRMAN

RESOLVED: That County Councillor H Humphrey be appointed Vice-Chairman for the remainder of the Municipal Year.

3 APOLOGIES FOR ABSENCE

Apologies for absence were received from Borough Councillor M Back and County Councillors J Bracey and J Ward.

4 MINUTES

The notes of the meeting held on 25 February 2013 were agreed as a correct record.

5 MATTERS ARISING

There were none.

6 DECLARATIONS OF INTEREST

There were none.

7 THE GAYWOOD VALLEY ARCHAEOLOGICAL AND HISTORICAL PROJECT

Dr Clive Bond, Project Director and Chairperson of the West Norfolk and King's Lynn Archaeological Society gave a presentation on the Gaywood Valley Archaeological and Historical Project.

The following areas of the report were highlighted:

- Introduction.
- Project Design.
- Project Implementation.
- Public Participation and Engagement.
- Conclusion.

In response to questions from Councillor Tyler relating to the projects involving young people and funding, Dr Clive Bond explained that certain criteria had to be met in order to apply for a grant from £3,000 to £10,000. Projects had to demonstrate that they were community based. All successful organisations were required to have an adviser to provide technical support.

Following comments from County Councillor Humphrey regarding "finds" being stored in sheds of domestic properties, Dr Bond advised that briefings were given and linked with Parish Councils prior to any archaeological digs being commenced. Advice was also given on contacting museums and the legal process to report any treasure found.

Councillor Mrs Smeaton commented that she found the presentation very interesting and asked Dr Bond if he would be willing to attend a meeting of Heacham Parish Council. In response, Dr Bond confirmed he would attend a future meeting of Heacham Parish Council.

In response to questions from Councillor Tyler regarding the discovery of Fanny Burney's house, Dr Bond explained that the property was demolished in 1810 and the vicarage had been built upon it. A test pit had been dug and at the bottom a line of red brick wall was found which was believed to be Fanny Burney's house.

The Chairman, Mrs E Nockolds thanked Dr Bond for his interesting presentation.

RESOLVED: That the report and content of the presentation be noted.

8 **REPORT OF WESTERN AREA MANAGER**

King's Lynn Museums Report – October 2012 to January 2013

The Western Area Manager presented the report which provided Members with information on King's Lynn Museums for the period February to September 2013 as set out below:

(i) Temporary exhibitions and events at Lynn Museum

The King's Lynn on the Map temporary exhibition would run from 27 April 2013 to 25 January 2014. The exhibition told the story of the town through maps, models, photographs and related collections and featured some significant objects, including the 27 King Street dolls house.

A programme of illustrated talks continued to take place at Lynn Museum on Wednesday afternoons.

A regular programme of family events continued to be scheduled at the Lynn Museum.

Lynn Museum participated in the King's Lynn Heritage Open Day held on 15 September, offering free admission as part of the Civic Society's programme. Over 400 visitors were recorded.

Planning work was continuing for an exhibition and event programme to mark the 2014 centenary of the outbreak of World War One.

(ii) Other Museum Developments

Alterations to Lynn Museum reception were now complete and a new high-specification display case had been installed in the reception area, utilising ACE Major Partner funding targeted at improved interpretation.

The refresh of the main exhibition gallery at the Lynn Museum would now take place between late 2013 and early 2014.

The Lynn Museum had developed its social media presence, with Twitter and Facebook accounts being created and maintained by the Teaching Museum trainee.

A new team of NMAS collections volunteers had recently been recruited. The team of ten volunteers would be based in the NMAS offices at Queen Street and would be involved in a range of collections management tasks.

In order to facilitate the long-term preservation of rare historic documents associated with the Savage's engineering works, NMAS proposed to transfer a number of historic documents currently held in Aickman's Yard to the Norfolk Record Office in Norwich. This would ensure that those important documents were stored in optimal conditions which were not possible at Aickman's Yard.

(iii) Friends of King's Lynn Museums

The Friends continued to offer a varied programme for members. The Friends supported the afternoon talks programme offered at the Lynn Museum.

The Friends had recently redesigned and reprinted their membership leaflet, with assistance from the Teaching Museum Trainee.

The Friends held their Annual General Meeting on 9 October 2013. Mr B Howling had been re-elected as Chairman.

(iv) Partnership Projects

NMAS had developed, delivered and evaluated a programme of pilot activities in the Town Hall as part of the development stage of the Stories of Lynn Heritage Lottery Fund project, using Round 1 funding from the HLF.

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 continued to lead the Greater Fens Museums Partnership through the development and delivery of the HLF funded partnership project Fenland Lives and Land.

Lynn Museum featured in the 2013 Discover King's Lynn tourism marketing leaflet and accompanying discount voucher scheme.

(v) Learning and Outreach

The Lynn Museum continued to host a Teaching Museum traineeship as part of the NMAS *Teaching Museum* programme funded by ACE as part of the 2012-15 Major Partner Museum ACE business plan. Sarah Cassell was part of the first intake of eight trainees.

Lynn Museum continued to work with local schools to deliver a broad range of formal learning sessions. NMAS learning staff were currently reviewing the implications of the recent changes to the History National Curriculum, which was likely to result in more primary-age children visiting the Seahenge Bronze Age gallery.

NMAS continued to deliver a broad programme of youth engagement activities, funded as part of the ACE Major Partner business plan 2012-15.

The Youth Engagement Officer had developed and delivered an innovative new programme entitled the Messy Museum Café, targeted at under 5's and young parents and based on the Story Café model used in schools.

(vi) Visitor Numbers

The visitor numbers were tabled. It was reported that a new addition “King’s Lynn Town Hall (SLA)” had been added to the visitor numbers.

The Committee was informed that the King’s Lynn Museum visitor numbers were progressing in the right direction and that staff were investigating ways to boost numbers. It was anticipated that there would be an increase in schools visiting the Museum due to the recent changes to the History National Curriculum.

Museum staff were planning a range of new activities within the programme which would offer a high quality experience to visitors at the same time as an increase in visitor numbers.

The Chairman, Councillor Nockolds commented that a good working relationship was in place with the Borough Council and County Council. It was encouraging to hear that younger children and their parents were offered a range of activities at the Lynn Museum.

In response to questions from County Councillor Coke on tourists visiting from outside the county and the general economic situation, the Western Area Manager explained that both postcode analysis and mosaic profiling had been undertaken. The results showed that the majority of visitors were local people within a 30 minute travel time.

County Councillor Humphrey referred to the exhibition to celebrate the centenary of World War One and that Emneth Primary School were hosting a theme for World War One and enquired if the travelling exhibition could visit the school when available. In response the Western Area Manager explained that it was hoped that the travelling exhibition would be available during the summer/autumn of 2014 and undertook to pass this information to the team.

Following further comments and questions from County Councillor Humphrey regarding the distribution of leaflets, the Western Area Manager explained that NMAS used an e-postcard system which proved an effective means of communication as well as providing the opportunity to gather email addresses to enter on databases. There was a high percentage of membership within the Museums Service who received information such as newsletters and posters via email.

County Councillor Humphrey referred to the proposed transfer of the Savage documents to Norwich and asked if when the documents were digitised would they be available in King’s Lynn and be easily accessible. In response, the Western Area Manager explained that the documents would be catalogued on a computer system and –when resources allowed - have good digital images attached to enable a search on line facility.

In response to comments and questions from County Councillor Chenery on the Royal Norfolk Regimental collection and brass rubbing, the Western Area Manager explained that NMAS had taken the decision to close the former Regimental Museum in Norwich and relocate the collection and displays to the Castle Museum. With regard to brass rubbing, the Western Area Manager advised that where items were worn original brasses rubbings were not permitted but that reproductions were used for such activity.

The Chairman, Councillor Mrs Nockolds reminded the Committee that Members were given free entry to Museums in Norfolk when they showed their ID cards.

In response to questions from Councillor Tyler regarding the sharing of the Curatorial Assistant between King's Lynn and Thetford Museums, the Western Area Manager advised that the normal ratio was King's Lynn 3 days and Thetford 2 days.

At the invitation of the Chairman, Councillor Mrs Nockolds, Dr Bond asked the Western Area Manager if the Savage documents could be brought back to King's Lynn for a temporary display period to allow the ageing population to view them. In response, the Western Area Manager explained that it was proposed to transfer the documents to Norwich for long term preservation. Good quality digital images could be produced and made accessible to the public. If there was scope within the Town Hall in the future the documents could be brought back on an occasional basis.

Councillor Smeaton informed those present that she was in possession of World War 1 memorabilia including paperwork and a discharge note relating to a soldier in Hunstanton and asked the Western Area Manager if it could be used as part of the World War 1 exhibition. In response, the Western Area Manager advised that the exhibition wished to reflect on real stories and invited Councillor Smeaton to send an email to him. An appeal would also be launched to ask for photographs, etc.

The Chairman, Councillor Mrs Nockolds informed the Committee that a meeting had been scheduled week commencing 21 October to co-ordinate the World War 1 commemorations and to provide a diary of events throughout the Borough

A discussion took place on the proposal to transfer the Savage documents to the Norfolk Record Office for long term preservation purposes.

The Chairman, Councillor Mrs Nockolds thanked the Area Museums Manager for his detailed report and proposed an amendment to recommendation (2) as set out below:

"The Savage documents, if possible, to remain in King's Lynn and be stored in the improved archive storage following the refurbishment of The Town Hall. The Western Area Manager be requested to find out this information prior to the Committee making a decision on transferring the documents to Norwich."

The Committee voted on the above proposed amendment which was carried.

Mr S Miller, Head of Service (Museums) thanked the Chairman for the invitation to attend today's meeting and explained that a consultation session, Norfolk Museums and Archaeology Service – 5 year strategy would be held on 8 November at Norwich Castle and the Committee were welcome to attend. A formal invitation would be sent out within the next few days.

RESOLVED: (1) The Area Museums Committee noted the report.

(2) The Western Area Manager to enquire if there was capacity for storage of the Savage documents within the improved archive storage within the Town Hall, following the refurbishment project prior to a decision being made to transfer the documents to Norwich.

9 REPORT OF THE BOROUGH COUNCIL

The Tourism Manager presented a report that updated members of the Area Museums Committee on tourism marketing undertaken by the Borough Council during the period October 2012 – September 2013.

Website and On-Line Marketing

The website www.visitwestnorfolk.com went live on 18 July 2012. Since then the number of people visiting the site had steadily increased.

The visitwestnorfolk twitter account was being actively used and had attracted 390 followers to date.

Update on the 2013 Destination Marketing Campaign

West Norfolk Holiday Guide

The 2013 lead generation and brochure distribution campaign was nearing completion. The final distribution for the holiday guide was outlined at section 3.1 of the report.

Where to Go and What to Do in West Norfolk

The format of the 2013 Where To Go in West Norfolk guide followed the revised format introduced in 2012. All available advertising space was taken by attractions and visitor services. 200,000 copies were produced. Distribution had taken place throughout a catchment area of approximately 75 minutes' drive time to West Norfolk.

Discover King's Lynn

The increased print run from 100,000 to 110,000 copies of Discover King's Lynn was continued for 2013 and would all have been distributed by the end of the autumn. The discount King's Lynn voucher scheme continued with offers provided at Lynn Museum, True's Yard Fisherfolk Museum, The Custom House Maritime Exhibition and at Tales of The Gaol House.

Other Guides

Updated version of the Hunstanton Mini Guide, Downham Market Mini Guide, King's Lynn Hanse Trail, Pilgrimage Trail and Hunstanton Wolf Trail were all printed and distributed during 2013.

Proposals for 2014 West Norfolk Main Destination Promotion

Work on production of the 2014 West Norfolk Holiday Guide was underway. 90,000 copies to be published in December with distribution commencing immediately in 2014.

The promotional package for advertisers again included advertising space in the brochure, presence on the website and promotion through the Tourist Information Centres. For 2014, advertisers could opt for a web-site and TIC only option. Businesses in the north of the Borough also had the opportunity to promote themselves through the new destination marketing organisation Visit North Norfolk.

The 2013 lead generation campaign was currently being planned. This would comprise one campaign using both off line and on line media to generate direct requests for the West Norfolk Holiday Guide.

West Norfolk would again be working with Visit England to take part in the English countryside campaign to take place early in 2014.

The Borough Council of King's Lynn and West Norfolk were active partners in the Visit Norfolk partnership which was formed to replace the previous Norfolk Tourism Forum. The Borough Council were also active partners in the recently formed Visit North Norfolk Coast and Countryside Ltd.

Tourist Information Centres

For the period January – August 2013, King's Lynn Tourist Information Centre had welcomed over 83,000 visitors which was the highest figure for this period since the Tourist Information Centre moved to the Custom House in 2000.

The Tourist Information Centre in Hunstanton, which was now operated by Hunstanton Town Council under a management agreement with the Borough Council was substantially refurbished during the spring of 2013. The mechanism for counting visitor numbers had been interrupted for several months so comparable figures were not available.

Other Heritage Marketing

King's Lynn Town Guides

The Borough Council had continued to support the valuable work of the King's Lynn Town Guides. A total of 15,000 copies of the improved King's Lynn Town Guides Guided Walks leaflet for 2013 were printed and distributed.

King's Lynn Maritime Trail

The King's Lynn Maritime Trail was launched on 25 May 2013. A series of 27 bronze pavement way markers were installed depicting 4 different designs and were being used in the four different historic wards of King's Lynn which the trail passed through.

A supporting maritime trail guide had been developed which introduced the story of King's Lynn maritime history at a cost of 50p.

King's Lynn Pedestrian Signposting

The content and locations featured on the current range of 34 directional fingerposts in the town centre had been reviewed and a new signing scheme introduced. The scheme identified 6 key areas which were signed from all 34 locations. Individual venues or locations were signed within and close to the area of the town in which they appeared. The exception was the Tourist Information Centre which was signed from all 34 locations.

The scheme had aimed to introduce a much more consistent and comprehensive approach to signing which also aimed to increase awareness of the different key areas within the town centre.

Welcome and Orientation Information Signs

Proposals for a series of new welcome and orientation signs would be developed for potential use at car parks and other key locations. These would aim to build on and reinforce the scheme of signing areas and individual locations used on the fingerpost scheme.

A series of information posters had been created which it was hoped would be displayed at King's Lynn Railway Station at the time when the restoration works on site had been completed.

Heritage Open Day

2013 Heritage Open Day took place on 15 September 2013, organised 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 49 sites or events available for the public to enjoy.

The Hanse

King's Lynn celebrated the international Day of the Hanse in May. King's Lynn and West Norfolk was also promoted at the International Hanse Festival in Herford, Germany during June. Plans for the celebration of the 2014 International Day of Hanse were underway with events focused around a musical theme.

The Town Hall

Following the positive response from the Heritage Lottery Fund to the Stage 1 application for the 'Town Hall Project – Stories of Lynn', work had been taking place to work up the full stage 2 application.

To assist with the development of the project plans the consultative forum (originally established to support the development of the stage 1 application) had been reconvened to gather and formulate recommendations to be fed back into the project proposals.

It was planned that the Stage 2 application would be submitted in February 2014. If successful, it was hoped that £1,690,600 would be secured towards this £2.3m project.

Other Marketing

King's Lynn Visitor Pontoons and Sail the Wash

The King's Lynn Visitor Pontoons were installed on South Quay and opened at the end of July. The pontoons were open to visiting craft for stays of up to 7 nights, with berths charged on a daily basis, priced per metre length of the craft.

Prior to installation, the Borough Council had been working with operators of two other marinas, with access to the Wash (Wisbech Yacht Harbour and Fosdyke Yacht Haven) to develop a new website – www.sailthewash.com to promote the Wash as a sailing craft destination on the east coast on England.

In response to questions from Councillor A Wright, the Tourism Manager explained that Marriott's Warehouse had been included in the Discover King's Lynn Guide.

Following questions from Councillor Tyler on the Heritage Open Day, the Tourism Manager explained that the Open Day provided visitors with an introduction of the venues on offer within King's Lynn.

Councillors Mrs Smeaton and Tyler commented that in previous years a group of youngsters from the European Community had performed at an event and had been well received.

The Chairman, Councillor Mrs Nockolds thanked the Tourism Manager for his informative report.

RESOLVED: That the Committee noted the report.

10 SCHEDULE OF MEETINGS 2014

Monday 31 March 2014, 2.15 pm in the Committee Suite, King's Court, Chapel Street.

Monday 2 June 2014, 2.15 pm in the Committee Suite, King's Court, Chapel Street.

Monday 27 October 2014, 2.15 pm in the Committee Suite, King's Court, Chapel Street

The Meeting closed at 4.39 pm