

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

21 March 2014

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 31 March 2014 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 14 October 2013 (attached at pages 1 to 10).

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 King's Lynn Museums Report (attached at pages 11-16).

6 **Report of the Borough Council**

To consider the Borough Council Update Report (attached at pages 17-19).

7 **Date of next Meeting**

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

To: **Borough Council Representatives**

Councillors, M Back, Mrs E Nockolds, Mrs S Smeaton, A Tyler and A Wright

**County Council Representatives**

D J Collis, 7 Holly Close, South Wootton, King's Lynn, PE30 3JH

M Chenery of Horsbrugh, Shooting Box Cottage, 113 Church Street, North Creake, Fakenham, NR21 9JQ

H Humphrey, Fendyke Stables, Station Road, Emneth, Wisbech, PE14 8DJ

R Coke, High House, Weasenham, King's Lynn, PE32 2SP

S Agnew, Pavilion, Tower End, Middleton, King's Lynn, PE32 1EE

**Ex Officio Non-Voting Members**

Chairman, Joint Museums Committee – Councillor J Ward, The White House, 15 White House Lane, Thorpe St Andrew, Norwich, NR7 0BP

Vice-Chairman, Joint Museums Committee – Councillor J Bracey

**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

Mr S Miller, 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 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](http://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](http://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**



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**

**31 March 2014**

**Item No.**

**KING'S LYNN MUSEUMS REPORT**

**Report by the Western Area Manager**

**This report provides information on King's Lynn Museums activities in the period October 2013 to February 2014**

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

- 1.1 The temporary exhibition *King's Lynn on the Map* ran at the Lynn Museum until 25 January 2014. This exhibition told the story of the town through maps, models, photographs and related collections and features some significant objects, including the 27 King Street dolls house.
- 1.2 The Lynn Museum is currently hosting a series of temporary exhibitions produced by the Fens Museum Partnership through the *Fenland Lives and Land* project funded by the Heritage Lottery Fund. The exhibition *Constructing the Past – Ancient Fen Crafts and Engineering* is currently on show until 22 March 2014. The exhibition *Living on Land and Water – Discover a World of Waterways* will run from 28 March to 17 May and *The Wild Fens – A Journey back to Ancient Landscapes* will run from 23 May to 27 July. Complimentary drop in events targeted at families have been organised and funded through the project, including *Living on Land and Water* on 5 April and *The Wild Fens* on 24 May.
- 1.3 The major temporary exhibition for 2014 will be *1914-2014: King's Lynn and the First World War*, running from 9 August 2014. Marking the centenary of the outbreak of the Great War, this exhibition will explore the town's experience, including damage caused by Zeppelin raids, the Home Front and the role that local businesses played in the war effort.
- 1.4 A programme of illustrated talks continues to be offered at Lynn Museum on Wednesday afternoons. Recent topics have included *Fine Art in the King's Lynn Museum Collections; The Archaeology of*

*Tattooing; Displaying Seahenge and Roman Religion.* Attendances average 20-30 and most talks are delivered by NMS staff.

- 1.5 A regular programme of informal family learning events continue to be offered at the Lynn Museum. Recent 'drop-in' format sessions have included *Toys and Games* on 29 October 2013 with 70 participants and *Monsters. Mammoths and Deadly Dinosaurs* on 18 February 2014 with 185 participants.
- 1.6 For 2014, a programme of ten family drop-in events have been scheduled for each school holiday across the year.

## **2. Other Museum Developments**

- 2.1 Following the completion of alteration works to the reception of the Lynn Museum, the recently conserved Blackfriars Cross has now been returned to its former display site adjacent to the museum entrance. This location is close to the original site of the cross, in the cemetery of the town's medieval Dominican Friary.
- 2.2 The refresh of the main exhibition gallery at the Lynn Museum is nearing completion, utilising funding from the ACE Major Partner Museum programme. This work has seen a range of displays refreshed or re-displayed, to ensure the quality of the visitor experience at Lynn Museum is maintained. The project has also seen 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 such as the Hillington Phallus. These improvements has been designed and delivered by the NMS in-house design and technical team.
- 2.3 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts maintained by staff.
- 2.4 The recently recruited team of collections volunteers continues to meet on a weekly basis in the NMS offices at Queen Street. Following training by NMS conservation and collections management staff, volunteers have been focussing on scanning and cataloguing the extensive collection of sketches by local artist Henry Baines.
- 2.5 Staff at the Lynn Museum have been focussing on highlight objects from the museum's collections. A number of these have recently been photographed by David Kirkham for the new NMS collections access website, as well to enhance the illustrated Modes collections catalogue. Some of these objects have been re-displayed in the refresh of the main gallery at Lynn Museum.
- 2.6 A staff restructuring has taken place within King's Lynn Museums as part of a wider NMS restructuring required to meet Norfolk County

Council budget savings from April 2014. The 1.0 FTE post of Collections Officer (covering Kings Lynn & Thetford) will be deleted and a new post of 0.6 FTE Curatorial Assistant. (covering King's Lynn only) will be created. The Curator (covering Kings Lynn & Thetford) will increase the allocation of time to King's Lynn. There will also be new subject specialist support from Norwich curatorial teams to support King's Lynn collections. Overall, there will be an increase in the amount of NMS staff time allocated to King's Lynn Museums. The new structure will come into effect in April 2014.

- 2.7 Norfolk Museums Service has a new corporate logo developed by students from Norwich University of the Arts. Existing site-specific logos such as that used by Lynn Museum will be unaffected. Following agreement by the Joint Museums Committee, the service has also changed its name from Norfolk Museums & Archaeology Service to Norfolk Museums Service. The new logo is illustrated below:



### **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 2013 and will continue to do so during 2014. The Friends AGM took place at 4pm on 9 October 2014 at Lynn Museum.
- 3.2 The Friends have recently redesigned and reprinted their membership leaflet, with assistance from Teaching Museum trainee Sarah Cassell.
- 3.3 The Friends are continuing to fund a programme of painting conservation, with two works recently returned following specialist conservation work.

### **4 Partnerships**

- 4.1 The Lynn Museum 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 NMS, with part of the



SLA funding contribution covering lost ticket income during the free admission period.

- 4.2 NMS supported the Borough Council with the development of the HLF Round 2 funding bid for the Town Hall *Stories of Lynn* project that was submitted in February 2014. As well as being part of the project steering group, NMS also led on the development of the project Activity and Consultation Plans and the collections sections of the Conservation Management Plan. NMS also developed and managed a programme of pilot activities and events during 2013.
- 4.3 The operation of NMS in King's Lynn & West Norfolk continues to be managed under the terms of the 2013-14 SLA with the Borough Council. Under an extension to the original agreement, NMS 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. A new SLA has been agreed for the period 2014-15.
- 4.4 NMS continues to lead the Greater Fens Museums Partnership through the development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives and Land*. The five exhibitions were co-produced by "clusters" of museums and community groups. The exhibitions were launched at a celebration event at the Town Hall on 19 September 2014 and are now touring a range of community venues across the Fens including the Lynn Museum. A supporting events programme has also been developed, alongside a marketing strategy and learning plan for schools.
- 4.5 The new 2014 season marketing leaflets for the Lynn Museum have now been produced. Lynn Museum will also be supporting the 2014 *Discover King's Lynn* tourism marketing leaflet and accompanying discount voucher scheme, offering £1 off the normal adult admission charge of £3.95 (2014-15).

## **5 Learning & Outreach**

- 5.1 The Lynn Museum is hosting a second 12 month Teaching Museum traineeship through the NMS *Teaching Museum* programme, funded by ACE as part of the 2012-15 Major Partner Museum ACE business plan. Emily Shepperson joins the team at King's Lynn and Thetford as the new Curatorial Assistant Museum Trainee. Emily had been helping with Modes audit work at Norwich Castle and will be supervising the volunteer teams at King's Lynn working on the scanning of drawings by Lynn 19<sup>th</sup> century artist Henry Baines. The previous Teaching Museum trainee based in King's Lynn Sarah Cassell has recently secured employment in the museums sector.
- 5.2 Lynn Museum has continued to work with local schools to deliver a broad range of formal learning sessions. NMS learning staff are currently reviewing the implications of the recent changes to the History National

Curriculum, which is likely to result in more primary-age children visiting the Seahenge Bronze Age gallery. A Seahenge-themed schools session has now been delivered and evaluated.

- 5.3 The Learning Officer at the Lynn Museum has delivered a *Arts Award in a Day* programme with 27 Years 1-2 pupils from Wimbotsham primary school, based around a single day programme exploring the theme of toys and games. Here is the comment from the teacher: *We had a wonderful time and your team were excellent and so very professional at all times. The children thoroughly enjoyed their experience and took so much from all of the workshops and all the information they gained from your colleagues. They made the whole experience very enjoyable not just for the children but for myself and the other staff members with me. I will definitely recommend your arts awards day to my many colleagues at other schools in the area.*



- 5.4 NMS is continuing to deliver a broad programme of youth engagement activities, funded as part of the ACE Major Partner business plan 2012-15. The programme focuses on developing projects and engagement opportunities for young people including those categorised as NEET.

- 5.5 The King's Lynn Museums Youth Forum members created the animation *Super Mecha Tech Plate* for the Town Hall HLF funding bid. Youth Forum members visited the Regalia collection at the Old Gaol House and researched the history of the objects. The young people then used photographs of the collections to create a piece of stop-frame animation. The group worked with local film-maker and animator Matthew Harrison over a number of sessions. The film shows the objects in a new light, coming alive and taking on characters, set in front of familiar views from around Kings Lynn and enhanced by an exciting soundtrack. The film can be viewed via the following link:

<http://www.youtube.com/watch?v=qwV2F25Yyyk&feature=youtu.be>

- 5.6 The Youth Engagement Officer has developed and delivered the innovative new entitled the *Messy Museum Café* programme, targeted at

under 5's and young parents and based on the Story Café model used in schools. Young parents are being reached through the local Sure Start group. Sessions were delivered by the Youth Engagement Officer and Museum Learning Assistants from the 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:**

1. That the Area Museums Committee notes the report

Originator of report:  
Dr Robin Hanley  
Western Area Manager  
Norfolk Museums Service  
Tel: 01362 869254  
e-mail: [robin.hanley@norfolk.gov.uk](mailto:robin.hanley@norfolk.gov.uk)

## Item 6

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

**Date:** 31 March 2014

**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 October 2013 – March 2014

### 2 2014 destination marketing campaign

#### 2.1 2014 West Norfolk Holiday guide

The 2014 West Norfolk Holiday guide was published in December 2013 with main distribution commencing on 6<sup>th</sup> January.

- A total of 48,000 enquiries for the brochure are expected to be generated through the main on line and off line advertising campaigns.
- 21,000 copies will be distributed through the national TIC network
- The balance 21,000 copies will be distributed through enquiries and requests generated through [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com), from 3rd party websites (such as [www.visitnorfolk.co.uk](http://www.visitnorfolk.co.uk)) through local West Norfolk Tourist Information Centres and at exhibitions/events.

#### 2.2 2014 Where To Go and What to Do in West Norfolk

The 2014 leaflet was published in early February. 200,000 copies were produced. Distribution of 180,000 copies will take place to around 2,300 sites used by visitors and residents across Norfolk, Cambridgeshire and south Lincolnshire. Distribution takes place throughout the year at regular intervals. Additional copies go to regional Tourist Information Centres. The balance of just under 20,000 copies will be distributed locally, through TIC's and at events.

#### 2.3 Discover King's Lynn

The 2014 Discover King's Lynn guide was published in March. The print run was increased to 120,000 so that more copies could be distributed at sites throughout Norfolk, Cambridgeshire and Lincolnshire. The format has been updated to allow more detailed content on additional sites such as the King's Lynn Guided Walks, King's Lynn Minster, Hanse House, Red Mount Chapel and South Gate.

The Discount vouchers for 2014 include 5 offers with the addition of a discount on tickets for the King's Lynn guided walks. The voucher offers are more prominently displayed in the new 2014 guide. In 2013 a total of 1763 people benefitted from using the vouchers an increase from 1420 in 2013 and 835 in 2012.

#### 2.4 Other guides

Updated versions of the Hunstanton Mini Guide, Downham Market Mini Guide, King's Lynn Hanse Trail have all been printed during March 2014.

### 3 Website and on – line marketing

3.1 The website [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) continues to attract more visitors. Top pages in 2013 comprised the Home page, Hunstanton page, King's Lynn page, Things To Do and

accommodation. The proportion of people visiting the King's Lynn pages is increasing so that it has recently become the second most visited page. A total of 2353 events were published on the site during 2013.

- 3.2 The @visitwnorfolk twitter account is being actively used and now has more than 500 followers.

#### **4 Partnership working**

- 4.1 West Norfolk are again working with Visit England to take part in the English countryside campaign which runs at the end of March 2014.
- 4.2 The Borough Council of King's Lynn & West Norfolk are active partners in the Visit Norfolk partnership. In autumn 2013 a national advertising campaign for Visit Norfolk included an advert which had over 400,000 views on the ITV iplayer and a series of posters at six railway stations on routes out of London.
- 4.3 The Borough Council continue to be active partners in Visit North Norfolk Coast and Countryside Ltd which has focused on website, social media and PR activity to promote the whole of the Norfolk coast.
- 4.4 Promotion of Sail The Wash has continued. The Sail the Wash website (which reflects the overall design of the main [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) website), was developed by the Borough Council in July 2013.

A new promotional flyer to promote the Wash as a sailing destination is currently being produced.

#### **5 Tourist Information Centres**

- 5.1 King's Lynn Tourist Information Centre has welcomed over 99,000 visitors during 2013 which is similar to the highest figures achieved since the Tourist Information Centre moved to the Custom House in 2000.
- 5.2 The Tourist Information centre in Hunstanton, which is now operated by Hunstanton Town Council under a management agreement with the Borough Council was substantially refurbished during 2013 providing an attractive new look interior. The mechanism for counting visitor numbers has substantially interrupted during 2013 so comparable annual figures are not available.

#### **6 Other heritage marketing**

##### 6.1 King's Lynn Town Guides

- 6.1.1 The Borough Council has continued to support the valuable work of the King's Lynn town guides. A total of 15,000 copies of the new 2014 King's Lynn Town Guides, Guided Walks leaflet were printed in March and are now being distributed to outlets accessed by visitors and residents in and around King's Lynn & West Norfolk

##### 6.2 King's Lynn Maritime trail

The King's Lynn maritime trail was launched on 25<sup>th</sup> May 2013. Over 1000 copies have been produced and either sold through the Tourist Information Centre or distributed through PR purposes. The Town Guides now provide a series of walks following the

maritime trail. Because of the amount of history and content in the trail, there are two separate guided walks covering two parts of the trail.

### 6.3 Events

6.3.1 The Tourist information team and tourism team are working with a small partnership including the Museum Service to organise a Burney Festival for 2014. The main event will be a special exhibition 'Georgian Lynn and the Brilliant Burney Family' which takes place at the Custom House from 6 June – 31<sup>st</sup> October. A programme of other events, including walks, lectures, dancing, a people's party and Georgian banquet will take place over 2 weeks between 6<sup>th</sup> and 21<sup>st</sup> June.

2014 is the 300<sup>th</sup> anniversary of the start of the Georgian period and 200 years since the death of Charles Burney. Kings Lynn was home to Charles Burney for 9 years and the birth place of Charles Burney's daughter, the renowned author Frances Burney

### 6.3.2 The Hanse

The regeneration team are planning events to coincide with International Day of the Hanse on 17 May 2014. The day will comprise music performances (including performers from the UK, Norway, Russia and Estonia), medieval activities, dancing, story telling, a medieval market and craft demonstrations and food and drink.

King's Lynn and West Norfolk will also be promoted at the international Hanse festival in Lubeck, Germany in May.

### 6.4 The Town Hall

The Heritage Lottery stage 2 application for the town hall project was submitted in February 2014. A decision from the Heritage Lottery Fund is expected in June 2014. If successful works on site would commence in March 2015 with completion due in early 2016.

## 7 **Financial implications**

None

## 8 **Policy Implications**

None

## 9 **Recommendations**

The committee is recommended to note the report.

## 10 **Access to Information**

No background papers

### **Author of report.**

Tim Humphreys

Tourism Manager

Borough Council of King's Lynn and West Norfolk

Tel 01553 616643

E-mail: [tim.humphreys@west-norfolk.gov.uk](mailto:tim.humphreys@west-norfolk.gov.uk)