

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



King's Lynn and West Norfolk Area Museums Committee

Agenda

**Monday, 9th October, 2023
at 2.00 pm**

in the

**Council Chamber
Town Hall
Saturday Market Place
King's Lynn**

Available to View on:

<https://www.youtube.com/user/WestNorfolkBC>

King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200

28 September 2023

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, 9th October, 2023 at 2.00 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Appointment of Chair for the Municipal Year 2023/2024

2. Appointment of Vice Chair for the Municipal Year 2023/2024

3. Apologies for Absence

To receive any apologies for absence.

4. Minutes (Pages 4 - 9)

The Committee is invited to confirm as a correct record the notes of the previous meeting.

5. Matters Arising

To consider any matters arising.

6. Declarations of Interest (Page 10)

Please indicate if there are any interests which should be declared. A declaration of 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.

7. **Report of the Assistant Head of Museums** (Pages 11 - 27)

To consider the King's Lynn Museum Report.

8. **Report from the Learning and Engagement Officer - Stories of Lynn and Project Working for Kick the Dust** (Pages 28 - 46)

9. **True's Yard Report** (Pages 47 - 50)

10. **Report of the Borough Council of King's Lynn and West Norfolk**
(Pages 51 - 57)

11. **Date of Next Meeting**

To note the date of the next meeting is 8 January 2024 at 2 pm in the Council Chamber, Town Hall, King's Lynn.

To:

King's Lynn and West Norfolk Area Museums Committee:

Borough Council of King's Lynn and West Norfolk

Councillors P Bland, T Bubb, M de Whalley, A Kemp and
Non Councillor B Davison

Norfolk County Council

Councillors L Bambridge, M Chenery, C Dawson (2 vacancies)

Ex Officio

Councillor J Ward (Chair, Norfolk Joint Museums Committee)
Councillor R Kybird (Vice Chair, Norfolk Joint Museums Committee)

Co-opted Non-Voting Members

True's Yard Heritage Museum Manager – Ms L Bavin
Officers
Oliver Bone, Curator, Lynn Museum
Mr P Eke, Senior tourism Support Officer, Borough Council of King's Lynn and West Norfolk

Dr R Hanley, Assistant Head of Museums
Mr S Miller, Head of Norfolk Museums and Archaeology Service
Mr T Shaw, Committee Officer, Norfolk County Council
Rachael Williams, Learning and Engagement Officer, Stories of Lynn

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Minutes from the Meeting of the King's Lynn and West Norfolk Area Museums Committee held on Monday, 20th March, 2023 at 2.00 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT:

Borough Councillors

Councillors T Bubb, M de Whalley, A Kemp, Mrs E Nockolds (Chair) and A Tyler

County Councillors

Councillors L Bambridge and M Chenery of Horsburgh

Norfolk Museums Service

R Hanley and O Bone

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from County Councillors N Daubney, C Dawson, J Ward, Councillor R Kybird, P Eke and R Williams.

An apology for absence was received from L Bavin the following day.

2 MINUTES

The minutes of the meeting held on 14 November 2022 were agreed as a correct record.

3 MATTERS ARISING

There were no matters arising.

4 DECLARATIONS OF INTEREST

There were no declarations of interest.

5 REPORT OF THE ASSISTANT HEAD OF MUSEUMS

[Click here to view the recording of this item on You Tube](#)

The Assistant Head of Museums presented the report on the King's Lynn Museum activities in the period from November 2022 – February 2023.

The Committee was advised the service continues to manage challenges around Covid and wider infection control. Members were reassured that the site infrastructure was still in place including hand sanitisation and cleaning regimes and continuing to be very careful around monitoring ventilation levels as a means of reducing risk of people passing Covid or other infections particularly during the winter period.

The Assistant Head of Museums explained that they continue to make effective use of CO2 monitors across the service including here in King's Lynn. This has been helpful in enabling Norfolk Museums Service (NMS) to make sure staff and visitors are kept safe. These measures have enabled NMS to be confident about gradually increasing visitors and has helped with increasing levels of staff and volunteers.

The Committees attention was drawn to item 1.6 regarding volunteering. The Assistant Head of Museums highlighted the importance of volunteering in the operation of NMS and reported that volunteering is nearly back to pre-covid levels. NMS continue to accommodate individual concerns from volunteers and have updated their code of conduct to ensure that volunteers who are more anxious can be supported appropriately.

The Assistant Head of Museums invited the Committee to ask any questions about section 1 of the report.

Councillor Mrs Nockolds asked questions around volunteering and if the NMS had any plans to take part in volunteering at the Civic Society Heritage Sites event in June. It was noted that the King's Lynn Society would be organising an event in June which would be a recruitment day for more volunteers at the Heritage sites in King's Lynn.

Councillor Mrs Nockolds mentioned that King Charles has requested more advertising around volunteering and wants it publicised more to encourage more volunteers to come forward and asked NMS to find out how it's being advertised. The Assistant Head of Museums confirmed that he would make sure the volunteer coordinating group is aware of that.

Councillor A Tyler asked whether any volunteers from the Borough Council or NMS were going to meet with the pilgrims who come annually to the Red Mount in King's Lynn. Councillor Mrs Nockolds confirmed the Borough Council are publicising that the Southgate and Red Mount will be open this season and asking for volunteers.

The Assistant Head of Museums provided an overview of the exhibitions and events at the Lynn Museum and future exhibition plans which included:

- Hoards: Archaeological Treasures from West Norfolk (25 October 2022 – 11 November 2023)
- The Tiger Who Came to Tea exhibition (Winter of 2023 – 2024)
- The Moon, our Nearest Neighbour
- Woof! (Next Summer)

The Assistant Head of Museums invited the Committee to ask any questions about section 2 of the report.

In response to a question from Councillor Kemp regarding publicising events, the Curator explained that they have a variety of different ways of approaching people, social media being the most popular, Facebook in particular for the family events had been very good and explained they use traditional media such as the Local Newspaper, the NMS website and additionally handing out leaflets which promote any future activities and events.

Councillor de Whalley asked whether they had trialed targeted advertising through social media. The Assistant Head of Museums explained that wasn't something he was aware of but explained they had used Google advertising which they think has been successful and enables them to target in terms of geography and demographics.

Councillor de Whalley referred to agenda item 2.1 and passed on positive feedback which he had received from the Hoards exhibition and passed on his thanks to the Assistant Head of Museums and Curator. Councillor de Whalley then referred to agenda item 2.2 and asked if there was any thought to promote the understanding of biodiversity species. The Curator explained they have natural history expertise and that their natural history Curator would be working on The Tiger Who Came to Tea exhibition and explained that would be a good opportunity to promote this idea.

Councillor Bubb asked whether the coffee mornings were to end at the end of March. The Curator confirmed the coffee mornings would continue through the year.

Councillor Bubb referred to the NMS website and commented that it is hard to navigate and find certain information such as opening times and information regarding free entry to the museum. The Assistant Head of Museums explained they were continuing to look into improving the website and confirmed he would pass on feedback to the team.

Councillor A Tyler asked whether the NMS had a good relationship with TV and radio both locally and nationally. The Assistant Head of Museums explained they have a PR Communication Manager who

maintains positive relationships with Norfolk County Council press teams but also regularly with regional and national press and media which helps promote the services which they offer.

Councillor Mrs Nockolds asked whether a decision had been made to hold an event to celebrate King Charles' coronation. The Curator explained the Lynn Museum would be open on that Saturday for members of the public to attend and confirmed the teams were working on ideas such as holding a family trail event.

The Assistant Head of Museums and Curator responded to questions and comments in relation to item 3.

Councillors raised comments and questions regarding savages and it was explained this was another area they wanted to work on as an upcoming project, particularly with the savages drawings.

Councillor Kemp asked a question around digitalising collections. The Assistant Head of Museums explained the collections which are digitalised are all available through the collections catalogue which is accessible through the museums website and confirmed they were looking to get as much online as possible and is working progress in increasing the number of objects people can access online.

In response to a question from Councillor A Tyler, the Assistant Head of Museums explained they operate a comprehensive retail service across the County. Councillor A Tyler asked whether you can only obtain and buy the souvenirs from the Lynn Museum by visiting it or whether there was another way. The Assistant Head of Museums explained they were in the process of setting up an online shop for NMS retail but advised that this would have to comply with Norfolk County Council's systems and confirmed they had a meeting scheduled that week to look at that.

The Assistant Head of Museums and Curator responded to questions and comments in relation to item 4.

Councillor Bubb referred to agenda item 4.6 and asked if The Stories of Lynn was back to normal and whether they had put something in place to stop it from happening again in the future. The Curator confirmed it was getting back to normal and explained the question relating to whether any measures were in place to prevent it in the future would be a question for the Borough Council.

Councillor de Whalley congratulated the Assistant Head of Museums and Curator on the British Museum relationship and asked whether they were looking to expand their relationship with other museums. The Assistant Head of Museums highlighted to the Committee they were working with Time and Tide Museum in Great Yarmouth and were looking to form partnership with National Maritime Museum and also

work with colleagues in Greenwich and confirmed they would continue to work with those organisations.

In response to questions from Councillor Kemp, the Assistant Head of Museums explained they feature costume within the displays at the Lynn Museum but were no plans for a costume museum.

Councillor A Tyler asked whether there was any consideration for a future exhibition celebrating performing arts. The Assistant Head of Museums explained they work closely with King's Lynn Festival and have worked with them on a number of festival exhibitions and confirmed they would continue to try and support the Festival as much as they can.

The Assistant Head of Museums and Curator responded to questions and comments in relation to item 5.

Councillor de Whalley referred to agenda item 5.3 and asked whether there was funding available for schools struggling with transport costs so they could get to events. The Assistant Head of Museums explained they had measures in place to support school transport.

The Assistant Head of Museums highlighted agenda item 6, Kick the Dust project, to the Committee and explained the number of interventions with young people had increased. The Assistant Head of Museums reassured the Committee that the project continues to deliver really successfully.

The Assistant Head of Museums updated the Committee in terms of where they are with funding. The Assistant Head of Museums explained the current national lottery heritage fund funding for Kick the Dust comes in March and they have secured 3 years additional funding through Arts Council England to enable them to continue to deliver Kick the Dust branded activities. He explained the project continues to delivery really strong impacts.

Councillor de Whalley passed on his thanks to everyone involved in the Kick the Dust project.

Councillor Mrs Nockolds referred to the attendance figures. In response to a question from Councillor Mrs Nockolds, the Curator explained pre-covid, they were expecting the total for Lynn Museum to be just under 17,000 visitors and confirmed they would be above that figure.

6 **TRUE'S YARD REPORT**

[Click here to view the recording of this item on You Tube](#)

In the absence of the Museum Curator, the Chair, Councillor Mrs Nockolds explained they had all received the report. The report was noted.

7 **REPORT FROM THE LEARNING AND ENGAGEMENT OFFICER - STORIES OF LYNN AND PROJECT WORKER FOR KICK THE DUST**

[Click here to view the recording of this item on You Tube](#)

In the absence of the Learning and Engagement Officer, the Chair, Councillor Mrs Nockolds explained how excellent the report was and expressed how thankful they were for the Learning and Engagement Officer's work. The report was noted.

8 **BOROUGH COUNCIL REPORT**

[Click here to view the recording of this item on You Tube](#)

In the absence of the Borough Council's Tourism Manager, the Chair, Councillor Mrs Nockolds presented his report which gave an update on tourism marketing and development activities from June 2022 – 1st March 2023 and explained the importance around this report.

9 **DATE OF NEXT MEETING**

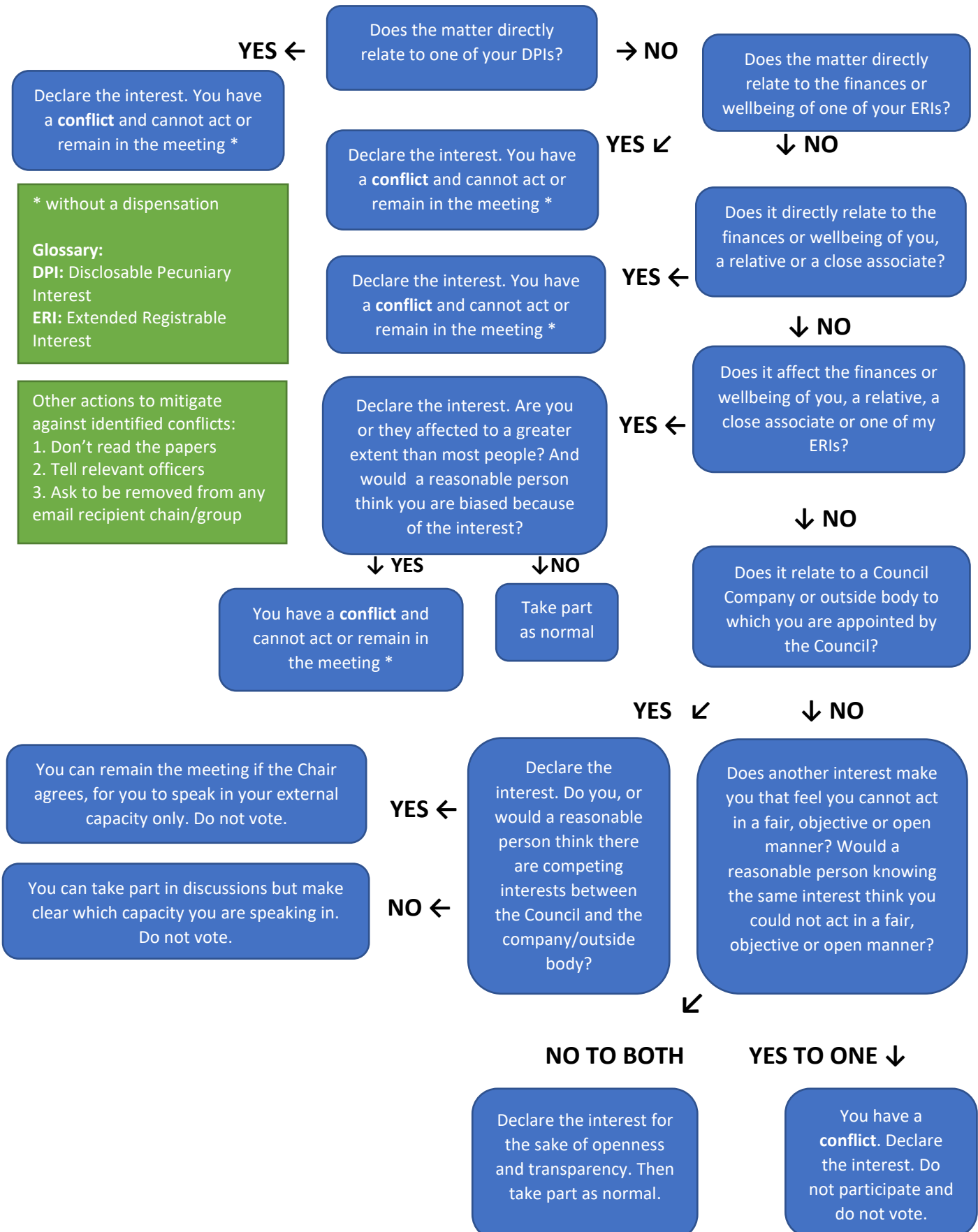
The date of the next meeting is to be confirmed after the Borough and Parish Elections in May.

The meeting closed at 3.54 pm

DECLARING AN INTEREST AND MANAGING ANY CONFLICTS FLOWCHART



START





If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01603 493663 and we will do our best to help

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

9 October 2023

Item No.

KING'S LYNN MUSEUMS REPORT

Report by the Assistant Head of Museums

**This report provides information on King's Lynn
Museum activities in the period from March 2023 –
August 2023**

1. COVID-19 and Infection Control service update

A number of the COVID-secure systems and procedures implemented across Norfolk Museums Service (NMS) sites during the pandemic remain in place. Infection control priorities remain:

- Ventilation
- Cleaning regimes
- Hand sanitisation

CO2 monitors provided through Norfolk County Council (NCC) continue to operate in a number of spaces across NMS where there is more limited natural/mechanical ventilation. These CO2 detectors are monitored locally by staff and also link into the LoRaWAN network, facilitating the use of monitoring dashboards to track live data and trends.

2 Exhibitions and events at Lynn Museum

2.1 Hoards: Archaeological Treasures from West Norfolk

Until Saturday 11 November 2023



The Hoards exhibition continues to prove popular at the museum as it enters into the last few months of its run, with the last chance to see the exhibition on Saturday 11 November.

The display explores the stories of ancient hoards in West Norfolk, their significance and burial. The exhibition features hoards buried in the area from the Middle Bronze Age until the time of the English Civil War.

The exhibition has also been an opportunity to display examples of coin hoards from the Iron Age and early medieval periods purchased in recent years with the support of the Museum Friends, the V&A/ ACE Purchase Grant Fund, the National Lottery Heritage Fund and the Headley Trust.



The above image shows medieval coins from one of the archaeological hoards on display in the Lynn Museum's current exhibition. This hoard illustrates trade links of the medieval port of Lynn. The English coins were minted in London, York, Canterbury and Bury St Edmund's. Others were imported from Scotland, Dublin, Brabant and Cambrai. These silver pennies were found on the building site of Boots Pharmacy in Purfleet Street they date from 1272 to 1292. When the coins were excavated, they were heavily corroded and many were stuck together. Conservators at the British Museum were able to separate and clean them.



The Hoards exhibition at Lynn Museum includes this hoard of Roman glass and pewter buried at the Hockwold Roman temple site

The museum team continues to draw upon the theme of the exhibition for other public programming, including the monthly adult talks programme. For example Adrian Marsden, numismatist with the NCC Historic Environment team has spoken at the museum about the Dersingham English Civil War hoard and NCC Finds Liaison Officer Helen Geake has spoken about the Sutton Hoo finds in the light of new discoveries of Anglo-Saxon goldwork.

In October, Professor Michael Lewis FSA MCIfA Head of Portable Antiquities and Treasure at the British Museum will be giving a talk entitled *Treasuring the Past: recording archaeological finds made by the public*.

Recent talks at the museum with attendance (in brackets) are listed here:

31 March

Tales from the Crypt: Fifty Years Amongst the Dead Julian Litten (25)

26 May

The Sutton Hoo Gold Objects in the Light of New Discoveries of Anglo-Saxon Goldwork Helen Geake (30)

30 June

The Dersingham Hoard: The English Civil War in Norfolk and Beyond Adrian Marsden (33)

27 July

Norfolk's Latest Treasures Adrian Marsden (21)

25 August

Exploring Norfolk's Deep History Coast John Davies & David Waterhouse (26)



Afternoon talk at Lynn Museum

The Museum team is working with NCC colleague Adrian Marsden on a publication about hoards in west Norfolk. This will serve as a legacy for the exhibition and should be available to purchase in the museum shop in time for Christmas.

Further information about Hoards on the Norfolk Museums service website:
[Hoards: Archaeological Treasures from West Norfolk - Norfolk Museums](#)

The Hoards exhibition has featured in local media including the KL Magazine:
[Exploring Norfolk's historic hidden hoards | KL Magazine](#)

The BBC news website for Norfolk:
[Lynn Museum: Unearthed treasure hoards go on display - BBC News](#)

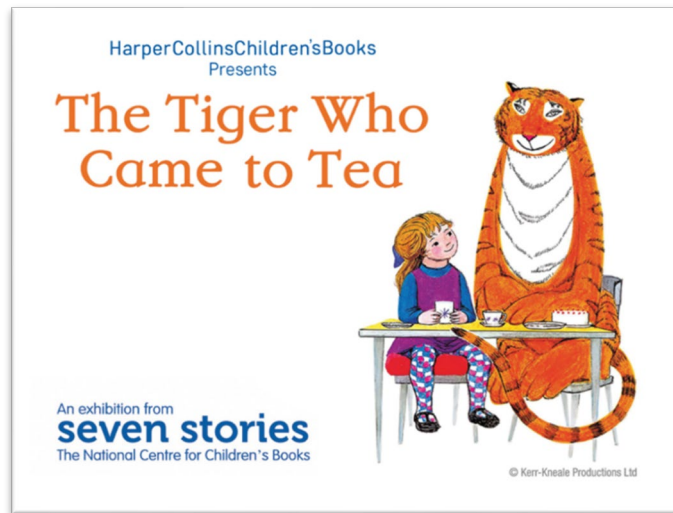
And the EDP:
[The treasures found buried beneath Norfolk fields | Eastern Daily Press \(edp24.co.uk\)](#)

2.2 Forthcoming exhibition: *The Tiger Who Came to Tea* 24 November 2023 - 20 January 2024

The next exhibition at Lynn Museum is a touring exhibition supplemented by material from the museum collections. *The Tiger Who Came to Tea* celebrates the life and work of Judith Kerr, one of Britain's best known children's book author-illustrators.

Copies of Kerr's original artwork will be on display alongside her notes and sketches. Children can also enjoy stepping into Sophie's kitchen to have tea with a life-size tiger. Published in 1968, Kerr's first picture book *The Tiger Who Came to Tea* began as a bedtime story for her own children. It became a classic. By the 40th anniversary in 2008, the book had 11 language translations and had sold over five million copies.

The exhibition celebrates 100 years of Judith Kerr and her incredible contribution to children's literature. It has been developed by Seven Stories, the National Centre for Children's Books, and introduces the beloved picture book to a new generation of family audiences.



Taxidermy tiger exhibit at Lynn Museum

Reading the story was a popular online event during lock-down in 2020. The story and exhibition make a connection with the taxidermy tiger known as 'Horace' on display in the museum entrance area. The exhibition has been popular at other venues and is created by 'Seven Stories' the National Centre for Children's Books. Staff plan to add local tiger-related exhibits to the exhibition.

2.3 Forthcoming exhibition: *The Moon: Meet our Nearest Neighbour* opening Monday 3 February 2024.

This touring exhibition explores earth's natural satellite – the moon. A key exhibit is a gigantic moon model which will be suspended above the exhibition

making use of the museum's high ceilings. Also, as part of the exhibition visitors will have the once-in-a-lifetime opportunity to touch a real piece of moon rock. Other exciting artefacts include ephemera from the 1969 moon landing. The display together with an associated programme of events and activities has been supported by a grant of £10,000 from the UK Shared Prosperity Funding for West Norfolk for arts cultural heritage and creative activities.

2.4 Forthcoming Exhibition *Woof, a Celebration of Dogs* opening Autumn 2024. This will be a Lynn Museum-curated exhibition drawing upon natural history, archaeology, art and social history.

2.5 Family events

The museum continues to offer events and regular family trails during holiday periods.

Poster for summer holiday events at Lynn Museum

Discovery Days family event days over the period of the report ran as follows (with attendances in brackets):

- 6 April - *Easter Crafts* (55 children)
- 13 April - *English Civil War* with soldier characters (40 children)
- 1 June - *Viking Archaeology* with Viking characters & objects (48 children)
- 3 August - *Celtic Warriors* with warrior character/object handling (52 children 104 total)
- 10 August - *Medieval Lynn* (23 children, 57 total)
- 17 August - *Victorian Fairground* (21 children, 48 total)
- 24 August - *1940s Home Front* (41 children, 82 total)

2.6 Family Trails

Trails are provided at the museum for children and families to enjoy an exploration of the museum.



Poster for a Coronation Trail from May 2023

Trails offered at the Lynn Museum (participants in brackets):

- April - Easter (109)
- April - Civil War (61)
- May - The Coronation Trail (11)
- May - Norse Runes (67)
- July - Taylor's Seeds (56)
- August - Find the Treasure (78)
- August - Medieval Hunt (78)
- August - Coconut Shy (43)
- August - Spitfire Search (62)
- August - Dinosaur Detective (47)

2.7 Mini Museum

Lynn Museum continues to provide regular activities for our youngest visitors through the monthly mini museum programme. Activities are delivered by the museum's learning team (attendances in brackets):

- 16 March - *Buried Treasure* Coin Striking (22 children)
- 20 April – *Transport* Zeppelin balloons (20 children)
- 18 May - *Cave Baby* Mammoth masks (12 children)
- 22 June - *The Seaside* Toilet roll telescopes (19 children)
- 20 July - *Water, Water, Water* Bubble Painting (9 children)

2.8 #ThanksToYou Tours

The Museum staged a special open day as part of the #ThanksToYou promotion by the National Lottery Heritage Fund, a key partner for Norfolk Museums Service. Two free Seahenge tours were given on 26 March, with 20 and 24 members of the public attending.



Museum Learning Assistant Hayley Simmons giving a tour of Seahenge

2.9 Coffee Mornings

The monthly themed coffee mornings continue to be offered at Lynn Museum. These offer a chance for people to enjoy the museum and participate in an informal activity. The coffee mornings take place on the last Friday of the month. Topics have included spring terrariums, Bronze Age handling, basket weaving and medieval tiles.

2.10 Heritage Open Days

The Lynn Museum once more contributed to the annual celebration of King's Lynn heritage for the Heritage Open Day on Sunday 10 September organised by the King's Lynn Civic Society. Lynn Museum offered free admission with opening between 10am and 4pm, with visitors having the opportunity to meet a Viking costumed interpreter. The day went very well, with 552 people visiting the museum. The St George's Guildhall was also open for visitors with support from NMS staff, with 1,903 people in attendance.

3 Newman Legacy

The Lynn Museum has benefited from a legacy given specifically for the museum's use and provided by the late Eric and Rita Newman. The Newman's were siblings who had retired to Congham near King's Lynn with interests in local history and helping children learn. The museum service is very grateful for the Newmans' generosity.

Dayna Woolbright has been appointed as Newman Curator, a post designed to develop projects in the Newman's' name, with a particular reference to collections management, building collections knowledge and sharing this with audiences.

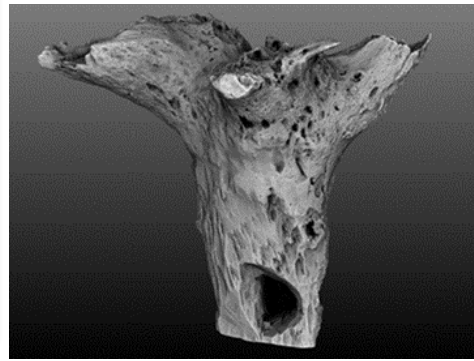
4 Other Museum developments

4.1 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts being actively used and maintained by staff. The museum's X (Twitter) and Facebook accounts may be seen here:

[\(20\) Lynn Museum \(@Lynn_Museum\) / X \(twitter.com\)](#)

[\(20+\) Facebook](#)

Popular social media features have continued to include *#SeahengeSunday*. This series of tweets has enabled the museum team to link up with Archaeoptics 3D who scanned the timbers from Seahenge as part of the detailed study of the Bronze Age monument. The scans revealed the axe marks on the timbers which showed that over 50 different Bronze Age axes were used.



Tweet from the team who scanned the Seahenge Timbers. The illustrations provide a new perspective on the monument on display at Lynn Museum. (image credit: Archaeoptics 3D)



Social media post in the popular #OnlineArtExchange series featuring a juvenile sketch by King's Lynn-born artist Thomas Baines

4.2. It is planned to revisit on site volunteering in the coming months as part of a Connected Communities bid the museum team is working on.

4.3 NMS Learning Officer Melissa Hawker has continued her regular slot for Radio Norfolk to discuss local history and promote forthcoming events.

4.4 As well as digital delivery, the museum has maintained strong links with local media outlets including the *Lynn News*. Staff continue to contribute to a fortnightly *Picture This* column, with a focus on local drawings, engravings and paintings.



Example of a *Picture This* column in the Lynn News, a fortnightly series featuring pictures from the museum collections. This example shows the Victorian Athenaeum building with the chapel (now the museum) beyond

4.5 YouTube films. A variety of films linked to Lynn Museum are available on the museum's You Tube Channel, here: [Lynn Museum - YouTube](#)

4.6 Online exhibitions are available through the Google Arts and Culture platform: [Lynn Museum, King's Lynn, United Kingdom — Google Arts & Culture](#)

5 Partnerships

5.1 The delivery of NMS services in King's Lynn & West Norfolk continues to operate under the terms of the current Service Level Agreement (SLA) with the Borough Council. Under an extension to this agreement, NMS continues to provide curatorial and conservation advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia.

5.2 NMS staff continue to support Borough Council colleagues with the development and delivery of relevant cultural and heritage project across the Borough, including ongoing support for Towns Fund projects including the Guildhall. Newman Curator, Dayna Woolbright has contributed to the work on the St George's Guildhall project Interpretation Strategy and the events and exhibitions programme working with Rachael Williams. Jane

Hamilton has now joined the Guildhall Team as Learning and Engagement Officer.

5.3 The Lynn Museum free admission period started in October and runs until the end of March. This free admission period is provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMS.

5.4 NMS continues to support the Borough Council with the delivery of the NLHF-funded *Stories of Lynn* project focussed on King's Lynn Town Hall. NMS manages the Stories of Lynn Learning & Engagement Officer post, which is co-funded by the Borough Council and the NLHF Kick the Dust: Norfolk project. The postholder Rachael Williams works closely with colleagues from the Borough Council and the Norfolk Record Office.

5.5 NMS Newman Curator, Dayna Woolbright leads on supporting the Borough Council on collections management advice and support. Recent contributions have included advice on the safe use of the civic regalia, and delivery of temporary displays at Stories. An example is the current exhibition *Retro Games* using content and collections developed by the Norfolk Museums Service's Time and Tide Museum. The *Retro Games* exhibition charts the rise of video gaming. Starting with the early days of arcades in the 70s, the show moves through the decades of gaming development taking in some of the key vintage consoles.

5.6 The restoration of the displays in Stories of Lynn at the Town Hall following an emergency caused by torrential rain is another example of partnership working in support of the town's heritage. The reinstatement of the displays was completed during the period of this report.

6 Learning & Outreach

Lynn Museum continues to offer a range of school workshops run flexibly to accommodate teachers' needs. During this period topics have included Anglo-Saxons, Vikings, Romans and Iceni, Bronze Age and Seahenge, Stone Age, the Second World War, Ancient Egyptians, and Homes Long Ago.

School sessions normally follow a pattern of a carousel of different activities with children learning in a variety of styles. Delivery of sessions is normally by a mix of museum staff and freelance costumed interpreters.

This link for teachers explains what is on offer at Lynn Museum for pupils at Key Stage 2.

[Key stage 2 education at Lynn Museum - Norfolk Museums](#)

Lynn Museum continues to work closely with Stories of Lynn, running joint school workshops on topics such as Maritime Life, Lord Nelson, Captain

Vancouver, Crime and Punishment, Frederick Savage and the Lynn Mart, the Great Fire of London and Floods and Flooding.



Promotion on social media to encourage educational visits to the museum

7 Kick the Dust Norfolk – project update

The Kick the Dust: Norfolk project, initially funded through the National Lottery Heritage Fund (NLHF) and delivered in partnership with a range of organisations including YMCA Norfolk, continues to engage with young people aged 11-25. The project provides a structured progression pathway for young people: Player-Shaper-Leader.

Following the successful conclusion of the National Lottery Heritage Fund funded Kick the Dust project, Norfolk Museums Service (NMS) has secured additional funding through an Arts Council England NPO Uplift award for the period 2023-26. This will enable NMS to continue to support young people in the three Levelling up for Culture places of Great Yarmouth, King's Lynn and Thetford. This additional funding will enable young people to participate in high quality cultural and heritage activities that develop their creative and digital skills and potential, as well as prepare them for the workplace. Additional funding has also been identified to support continuing Kick the Dust activity in Norwich.

During 2023-24 NMS is also receiving funding from Norfolk County Council (NCC) Public Health to support Kick the Dust activities that focus on the mental health and wellbeing of Norfolk young people.

NMS is partnering with Norfolk Library & Information Service (NLIS) to deliver an exciting programme of activity enabling us to strengthen partnership working between museum and library staff and increase levels of cultural

engagement by young people in a sustained way, employing the successful Kick the Dust approach to youth engagement that uses the three-stage progression model Player-Shaper-Leader. The programme will be aimed at those in the three priority places aged 16-25 years, with opportunities for 13–16 year olds to engage as part of the progression framework.

The key aims of the new Kick the Dust project are to:

- develop transferable work-related skills with the aim of supporting more working age young people into employment, training or further learning;
- develop digital skills linked to creative industries to address the digital skills gap in the heritage and cultural sectors;
- increase young people’s creative skills and for young people to gain a range of new cultural experiences;
- encourage an appreciation of the history and culture of their local communities.

Young people will work alongside professionals to develop their transferable work-related and creative skills, through the co-production of activity and events, volunteering and work experience operating at a level that meets their needs.

The following data is based on the start of the project covering the period 1/5/23 to 9/8/23.

Number of interventions with young people:

Between 1/5/23 and 9/8/23 there have been 282 interventions involving 149 individual young people taking part in 374 hours of quality activity. 92% of the activities were face to face, the other sessions being offered online with young people in the principal target areas.

This blended approach offers a wider range of opportunities for young people to engage in heritage:

- 17% of activity was at Player level (to introduce new young people to the project)
- 63% at Shaper level (longer term project with young people determining the content)
- 20% at Leader level (long term engagement – young people leading projects, acting at governance level, mentoring staff)
- 82% of all activity involved young people in leading and designing projects

Breakdown of activity taking place in each area:

- 60% (50 opportunities) in the West (covering Kings Lynn, Thetford),
- 19% (15 opportunities) in the East (covering Great Yarmouth, Cromer)
- 19% (15 opportunities) in Norwich
- A further 2 opportunities were offered to young people at alternative venues outside of Norfolk including attendance at the ‘Young People and Skills’ conference in London at the Houses of Parliament and Norwich City Hall in May 2023.

- 18 volunteering opportunities have been provided to 10 individual young people.

The young people have access to all of NMS sites and can visit with a friend or family member for free during their engagement for that year. Free passes were issued to those beginning on the programme in June 2023. Data shows that passes are being used outside of the times the young people would attend a session in their home museum. To the end of July, 8 young people had used their free pass – 1 at Gressenhall, 1 at Ancient House Museum, 3 at Time and Tide, 1 at Elizabethan House and 2 at Norwich Castle.

We continue to deliver a blended training offer for all staff and volunteers who support youth engagement in NMS. Staff input to the training programme will be formulated as the new project progresses and needs are identified. Training around safeguarding was delivered in-house in June, two of the new Project Workers took part of a Mentoring in Museums course, the team attended the Library Living Networks event on video making in July and further opportunities are being planned for the Autumn term to include SEND and Mental Health First Aid training as well as social media working with a specialist from Libraries and the Young Ambassadors.

Our offer to support our young people around the important theme of mental health and wellbeing is on-going and this will be measured through the new evaluation framework using data from the young people's feedback forms. At the end of the NLHF funded project in March 2023, 26% of young people identified as having a mental health issue. Up to 31 July 2023 data shows that 24% of the individual young people who have taken part in the new programme of activity identify as having a mental health issue (an increase of 1% on June data), showing the need for this programme. Through a systematic approach to evaluation, in partnership with Libraries, the team will be able to demonstrate impact on those taking part and the young people will be able to monitor their progress through the programme in relation to skills, confidence and mental health.

NMS and NCC continue to work together through the 'Making Creative Futures' group where members from across NCC Children's Services identify ways to engage the hardest to reach and most vulnerable children and young people through a joint effort. The group continues to play a key part in the delivery of activity as part of the DfE funded Holiday Activities and Food (HAF) project through the Big Norfolk Fun programme (Big Norfolk Holiday Fun - Active Norfolk) and through our own contributions through our Kick the Dust offer. The focus is on mental health and wellbeing and now has representation from the NCC Public Health team.

Target audiences: (some young people fall into more than one category)

- FE/HE – 18%
- YMCA clients – 6%
- Secondary schools – 15%
- Young people with mental health issues – 24%
- SEND – 3%

- Outside of mainstream education – 9%
- NEET – 15%
- Looked after children and adopted living those at home - 0%
- Care Leavers – 0%
- Young Carers – 0%
- New arrivals and refugees – 6%
- Pregnant young mums and teenage parents – 0%

Impacts on mental health and wellbeing

The new young people’s feedback form includes the 78 positively worded items from the Warwick-Edinburgh Mental Wellbeing scale for assessing a populations’ mental well-being. The Young Ambassadors worked alongside Norfolk Public Health team to devise the questionnaire, and this will be used in addition to the other measures to show impact in this key area.

Of the 8 responses to 31/7/23, the following data chart highlights how young people were feeling before taking part in Kick the Dust:

QUESTION – pre engagement	All of the time	Some of the time	Often	Rarely	Most of the time
I’ve been optimistic about the future	14%	43%	14%	28%	0%
I’ve been feeling useful	28%	43%	14%	14%	0%
I’ve been feeling relaxed	28%	43%	0%	14%	0%
I’ve been dealing with problems well	14%	28%	43%	14%	0%
I’ve been thinking clearly	14%	28%	57%	0%	0%
I’ve been feeling close to other people	14%	28%	28%	28%	0%
I’ve been able to make up my own mind about things	20%	0%	43%	14%	0%

The following data chart highlights how 4 young people were feeling following their engagement in Kick the Dust:

QUESTION- post engagement	All of the time	Some of the time	Often	Rarely	Most of the time
I’ve been optimistic about the future	0%	50%	50%	0%	0%
I’ve been feeling useful	25%	25%	50%	0%	0%
I’ve been feeling relaxed	25%	25%	25%	0%	25%
I’ve been dealing with problems well	25%	0%	50%	25%	0%
I’ve been thinking clearly	25%	25%	50%	0%	0%

I've been feeling close to other people	0%	0%	75%	25%	0%
I've been able to make up my own mind about things	25%	0%	75%	0%	0%

Summary

The NLHF funded Kick the Dust project ended in March 2023 with evidence clearly demonstrating the impact on young people and staff engaging in activity. The programme is now moving into a new phase, with funding support from ACE and NCC.

Kick the Dust is a three-stage journey, with young people developing transferable work-related skills including digital skills and gaining experiences that they would struggle to find elsewhere, to support them in securing employment. Whilst young people cite being involved in curation and creating exhibitions as the main areas they have enjoyed, it is through these activities that they hone their skills and understanding of the workplace, which will help them secure employment longer term.

Our aim as we move forward is to support more working age young people to progress into employment, training, or further learning and long-term volunteering. The strong partnerships that have been developed through Kick the Dust provide a strong base on which to build, bringing new young people into museum and library spaces.

Success comes in many guises and this month we have had one of our YMCA young people progress into independent living and gain a place on a Level 3 Access course, with the Kick the Dust programme and pre traineeship giving her the confidence to take these steps. She has also secured a role in the Visitor Services team for Norwich Castle. Another young person has progressed from being a Young Ambassador to gaining a L4 Apprenticeship with Channel 4 in London.

Quotes from our Young Ambassadors regarding their engagement in Kick the Dust and their involvement in the *'Done and Dusted'* celebration event, show the impact that the programme has had on them:

'Kick the dust gave me hands on experience of the industry I want to work for while becoming more proficient in the skills I need to get me there.' Chloe, Young Ambassador

'The most important thing that Kick the Dust did for me was increase my confidence through representing the voices of other young people, inspiring me to pursue a career in the museum sector by showing me that it's a place where I'm able to make positive institutional change.' Emily, Young Ambassador

'A fantastic opportunity to develop my confidence, experience and skills for future employability, and learning more about different opportunities in the

heritage sector, as well as the next steps I want to take and my future aims'
Emily following her engagement in Kick the Dust

'Kick the Dust has played such a key part in my life and helped me secure employment when most doors were closed to me, giving me the skills and confidence to move forward. It is like being part of a family'. Jazz, Young Ambassador

'My experience has been highly positive. It has allowed me to connect with other young people with a similar interest in the industry. It has also provided me with varied work experience that will contribute significantly to my search for employment in the sector. I have learnt so much more about the heritage sector and the abundance of roles at play, which has led me to new interests and career goals. Engaging with people currently working in the sector has been invaluable and deepens my understanding of the importance of the work the museum services do in the local community.' Marr, Young Ambassador

New funding bid to the National Lottery Heritage Fund

A successful National Lottery Heritage Fund Grants for Heritage Round 1 application was submitted to the NLHF for the Your Heritage Your Future project. The application was submitted by YMCA Leicester, with NMS as Lead Partner. This complex application was put together by a joint project team of staff from YMCA Leicester and NMS, who will now work on the Development Phase of this application, ahead of a Round 2 bid submission in early 2024. If the Round 2 bid is successful, project delivery would commence in later 2024.

8 **Visitor figures** for the period will be circulated at the meeting

9 Recommendations:

That the Area Museums Committee notes the report

Report Contact:

Dr Robin Hanley

Assistant Head of Museums (Head of Service Delivery)

Shirehall, Market Avenue, Norwich NR1 3JQ

Tel: 01603 493663 e-mail: robin.hanley@norfolk.gov.uk



Rachael Williams, Learning and Engagement Officer,
Stories of Lynn and Project Worker for Kick the Dust.

1 MARCH 2023 to 23 SEPTEMBER 2023

1. Schools

- 1.1 From 1 March to 23 September, 15 Schools visited bringing a total of 684 primary school pupils, and their accompanying adults. 14 Schools are represented from West Norfolk and one from Boston.
- 1.2 Most of our visits are two-site day visits between Lynn Museum and Stories of Lynn.
- 1.3 Three schools have approached me for days to consider their curriculum and help them to select visits to the museums that could benefit their pupils in 2023/24 year and beyond.
- 1.4 The West Norfolk schools were invited to contribute to a book for the Coronation of HM King Charles and HM Queen Camilla. This has been completed and hand bound by a Norfolk book bindery. It is in the archive waiting to be presented to the King and Queen as soon as possible. The original will be presented, and a copy will be kept and shown to councillors once the King has received it. The date for that event is unknown.
- 1.5 BCKLWN coins minted for the Coronation were presented to all children in West Norfolk borough in early years settings and primary schools. They were also available to purchase for the public. The schools were delighted to receive a coin for each pupil. The one "thank you" letter we received from Watlington Pre-school was included in the King's book, so the Royal couple are aware what the borough had given to mark the special occasion, along with photographs of the coin they received.
 - 1.5.1 The Coronation events on King's Staithe Square were well attended and the craft activities enjoyed by 500 people over the two days.
- 1.6 UK Day was celebrated at the American school at RAF Feltwell. I delivered a session on the Mayoralty and told the story of Florence Ada Coxon over the day to 120 students and 4 staff. This is a very well organised and rich day all about UK culture and heritage.

2. Kick the Dust in King's Lynn

2.1 Wednesday's Churchill Park Complex Needs School students

- 2.1.1 In the Summer Term (April to July 2023) a new group of students came to SOL for their face-to-face project with Rachael Williams. It was focussed on learning History themes and helping to prepare for the Coronation Events on King's Staithe Square and in the museum. They wrote instructions, prepared craft activities and a fish tank with tropical fish that was part of the theme for the Coronation weekend (reflecting the events of the 1953 coronation of HM Elizabeth II).
- 2.1.2 A commissioned film that was made with Churchill Park students and the film maker, Lewis Wickwar, is complete and available to view. The Mayor presented certificates to the students at the launch at their school with the Headteacher, some governors and parents present with the students, marking the success of their work on the film and with their Duke of Edinburgh voluntary work they had undertaken with the Stories of Lynn and Kick the Dust.
- 2.1.3 It is hoped that the development of KTD through SOL will be able to continue to work with Churchill Park Academy and our new partners in Spring 2024. The Churchill Park students work during the Autumn Term in school on skills development before coming for work experience later in the year. They are also

looking for other locations for the students to gain work experience, but they have not been able to secure any. KTD is working with the library as a new partner and this may provide such an opportunity.

2.2 KTD work experience

2.2.1 Rachael Williams and Luke Shackell, the King's Lynn Borough Archivist completed the Change Minds project with 9 participants. It was very successful, and images of the final creative response exhibition can be seen below. The evaluation report by Harriet Foster and Lewella Selfridge can be found at the end of this report. The exhibition in SOL was curated by two other KTD students on work experience (see bottom right image).

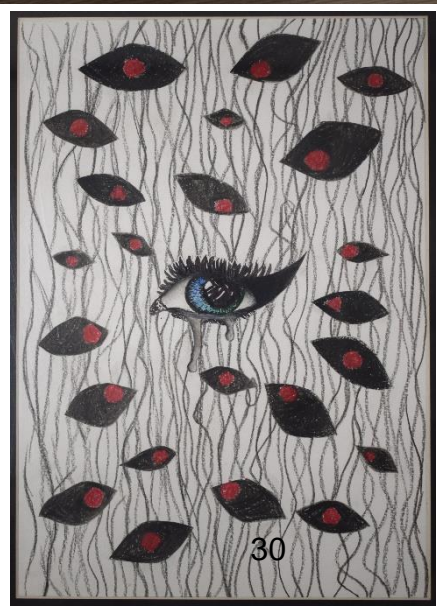
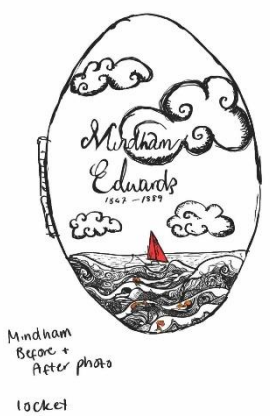
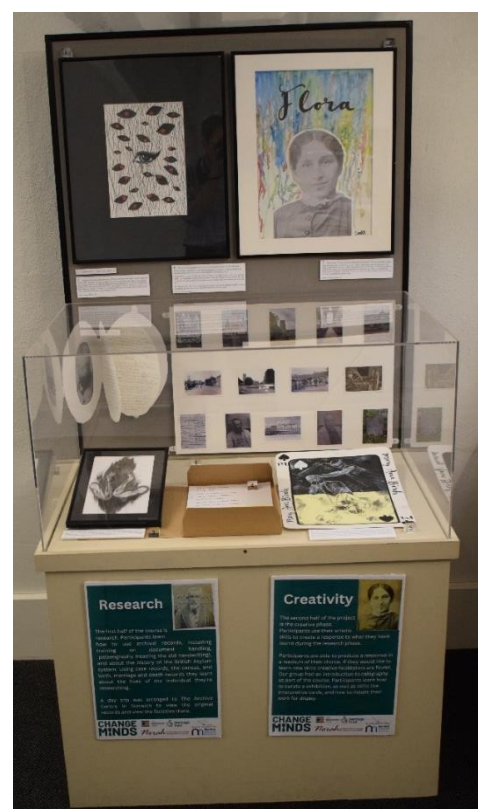


NAME: JAMES WHITLER
 D.O.B: 1912
 PLACE OF BIRTH: KING'S LYNN
 MARITAL STATUS: UNMARRIED
 PROFESSION: LABOURER
 PREVIOUS EMPLOY: ROYAL NAVY
 FAMILY/NEXT OF KIN: UNKNOWN

PREVIOUSLY ON THE
 MAN OF WAR SHIP

DIFFERING RECORDS
 ON OFFICIAL YEAR OF BIRTH:
 ↳ MOST LIKELY
 1912-1913

NO RECORDS SHOWING
 ANY NEXT OF KIN
 LOCATED



2.3 KTD supporting other activities:

2.3.1 The Majestic Cinema has a new mural that was created by a team of KTD volunteers on Work Experience. The idea was created by one student, Alex Hall who wanted to produce a mural reflecting the history of King's Lynn in the style of a stained-glass window. We recruited young people from the College of West Anglia to paint the mural and an artist Nicola Marray Woods to help coordinate the work and help Alex to realise his plan. The funding for this project came from KTD, paying for the artist and the materials. Alex wrote this interpretation panel explaining his work:

The Legacy of Lynn

A colourful mural created in the style of a stained-glass window

This art installation showcases some of the deep and varied history of King's Lynn Town. The panels were created to resemble stained-glass with vibrant colours and lead framing. Each panel shows a different time in the town's past, from the reign of King John to modern day.

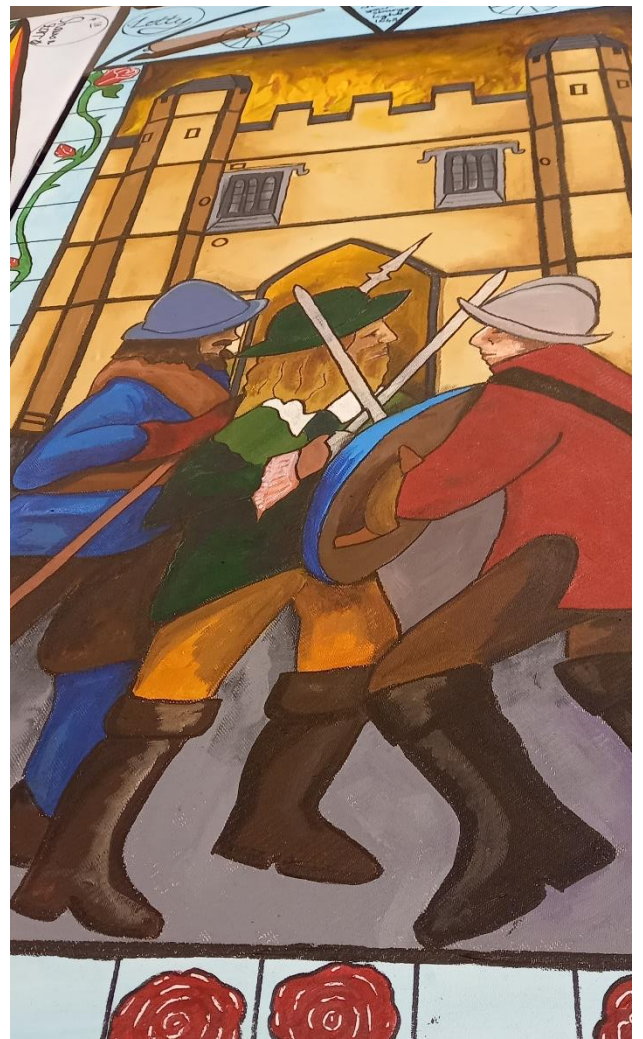
Starting from the lobby, at the top of the stairs on the right, the panels are displayed in the order of Lynn's history:

- King John in front of the Town Guildhall holding his sword and being presented with the King John Cup.
- The medieval fishing industry of Bishop's Lynn, at a time when Lynn was growing to be the fourth largest port in the country after London, Boston and Southampton. Bishop's Lynn was a key Hanseatic League port.
- The siege of the South Gate during the English Civil War, 1643, under the jurisdiction of Hamon Le Strange.
- The Victorian fairgrounds with engineer and Mayor of King's Lynn, Fredrick Savage.
- The Majestic Cinema depicted in its 20th Century role as a popular dance hall.
- A landscape panel of the modern celebrations during the annual 'Fawkes in the Walks', which is also the town's setting for our Pride events in the summer.

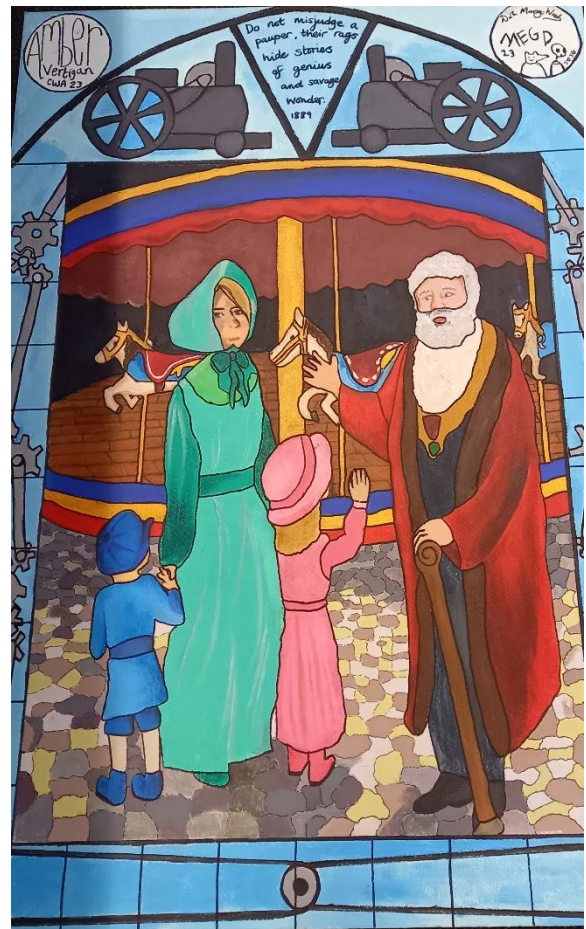
The artwork was created in collaboration with a group of College of West Anglia students who were participants in the Norfolk Museums Service Youth Project, Kick the Dust.

The mural project was overseen by Project Creator and Creative Director, Alex Hall. Learning Engagement Officer, Rachael Williams, and Community artist Nicola Marray-Woods.

Images of the mural before installation: below – King John and the cup and sword in front of the Town Hall.
Upper right: the Hanse traders. Below right: the Southgates and the seige of Lynn in 1643.



Below: The Majestic ballroom and cinema. Right: Frederick Savage and the Mart Gallopers.
Bottom of the page: The Red mount Chapel and Fawkes in the Walks.



- 2.3.2 KTD supported the running of Summer holiday activities at Stories of Lynn – please see family learning event summary.
- 2.3.1 Shannon Starr continues to assist Rachael Williams in her work when she is able to and also helps to run the Snories at Stories event for Brownies and Guide groups. This is all voluntary.
- 2.3.2 KTD work experience groups have continued to run and the current group on a Thursday has taken responsibility for the planning and delivery of a Spooky Escape Room at Stories of Lynn for this Halloween.

3. Family Learning Activities

3.1 At Stories of Lynn

- 3.1.1 Easter holiday drop in event linked to the Coronation was prepared by Churchill Park work experience group – crown making, badge making, sequin orbs and a photo booth for dressing up at the King, plus an environmental bug hunt around the undercroft. This had low attendance (29 visitors).
- 3.1.2 May Day was planned for in SOL with KTD students ready to do the crafts but we had no attendees. The King’s Morris dancers were in attendance to do a demonstration and then dance on Saturday Market Place. As no-one turned up to join in the KTD students learnt the dance and then performed on SMP and down through the town – they are a very willing group of young people and the Morris dancers were delighted to have them getting involved to ease their disappointment. Poor advertising due to late notice was suggested as the reason for this poor turn out.
- 3.1.3 Summer 2023 –

Family Fun Activities at Stories of Lynn Mondays and Tuesdays 31 July – 22 August 2023

Date	Under 5s	5 - 16	17-18 KTD students	adults	Total	Possible influences?
31/7	14	22	1	29	66	First day of activities on Monday
1/8	10	11	2	15	38	
7/8	7	15	6	22	50	Repeat visitors from the first week.
8/8	6	15	7	18	46	
14/8	37	35	5	45	122	Very wet day on Monday and repeat visitors from the previous weeks
15/8	0	20	5	28	53	
21/8	6	9	5	10	30	Dolls’ house theme may not have suited or the weather was much warmer
22/8	3	7	4	7	21	
Totals in age groups	83	134	35	174	426 SOL total Summer	

NB: Last summer we only had 46 in total over the month as we were still offering bookable spaces for families and individual children.

This year we had an excellent team of Young People to help run the sessions. I was able to leave them organising and supporting the activities, including reading a story to visitors and children. This enabled me to do other work at quieter times in the Education Room. I was really impressed with them; they were reliable, polite, supportive of the children, trying new things and applying their skills.

The themes chosen for the summer were based on stories linked to the collection in SOL. This worked well and the children enjoyed the variety. We baked/cooked every day. We used the spaces of the museum well, including the gaolhouse.

The BCKLWN had provided us with Hardship Fund Money to provide food and drinks for families whilst they were in the museum, and these were much appreciated.

There was minimal expenditure (approximately £10) in total to provide the summer activities' resources for 8 days. We were able to use existing SOL stock and the HSF money was used to provide the ingredients for the cooking. This is very pleasing and shows careful choice of activities and stories has helped to ensure we are managing finances carefully whilst providing high quality and engaging activities for all visitors who attend.

Christine Marsden, KTD Project Coordinator, was delighted that we had 9 regular KTD assistants who were absolutely fabulous (Melissa, Cicely, Abi, Harvey, Kayla, Maddie, Shannon, Kris and Bertie). Every one of them turned up when they said they would, pushed themselves to try new experiences including working with children and even reading a story to children with their parents (Harvey). They were polite, caring, hard-working and have made a huge difference to the summer for me and the museum. I was really delighted to have each of them for their skills and personality that they brought to the days they were there. Shannon Starr did all 8 days (plus all 7 days at the theatre too on Wednesdays and Thursdays). The students were rewarded with Amazon vouchers for giving their time freely and working so conscientiously.

The achievements of the team were excellent. Having returning families from previous weeks AND previous years is always a pleasure and pays testament to the quality of the team I had working for me and the event offer.

3.2 Activities at St George's Guildhall Events

3.3 Easter half term event was Treasure Island with a family fun day in the first week and a Play in a Day for youth in the second. This story was very popular and we were well attended for both events. Dayna Woolbright and I enjoyed meeting familiar faces and welcoming new ones. The schools are very helpful in marketing our events if we send them digital posters for their social media platforms.

3.4 Shakespeare's Birthday Bash weekend 23 & 24 April was successful with good attendance, offering Tudor activities for families, with Queen Elizabeth I and a Shakespeare-linked film to watch on Saturday and another on Sunday.

3.5 Dayna Woolbright and Rachael Williams continued to plan and deliver events together for the St George's Guildhall theatre until the new Learning and Engagement post was filled. We were able to welcome Jane Hamilton to join our summer event on one family fun and one Play in a Day session so she was aware of what we usually offer. Jane is now in post. Dayna continues to work with the Guildhall, whilst I have had to focus on other tasks and roles more after a heavy commitment through the summer.

3.6 St George's Guildhall Summer 2023 Report on NMS events at St George's Guildhall by Dayna Woolbright and Rachael Williams' NMS Service Level Agreement with BCKLWN

Wednesdays - Family Fun at St George's Guildhall

1. OUR OFFER

- Two sessions each day, 10.30am – 11.45am and 12.30pm – 1.45pm with a different story each week which had links to the building.
- We focussed on The Reluctant Dragon, Wind in the Willows, A Midsummer Night's Dream, Julius Caesar.
- Building on the success of 2022, the format of the family activity sessions stayed much the same: introduction, theatre trail, game, a tour behind the scenes, listening to the story, craft activities linked to the story and a chance to say lines and dress up on stage.

2. ATTENDANCE

Wednesdays	Participants (adults and children)
2 August	55
9 August	43
16 August	57
23 August	36
Total for Wednesdays	191

Spaces were limited to 20 children per session.

3. EVALUATION

Methodology

- i. By surveys at the end of each session (see attached)
- ii. Through anecdotal remarks, particularly from adults
- iii. Summary of evaluation
- iv. Data evaluation commentary

Evaluation results from Family Fun sessions

- 79% of participants scored the sessions at 18/20 or above.
- 39% giving us full marks 20/20.
- When asked if there were any other comments replies received included:
 - Very child-friendly
 - Great craft activities
 - Brilliant activities, lots of help, great for children of all ages
 - More dressing up
 - The staff were delightful to be with
 - We love it here, lovely people
 - Needs to be longer
 - A different book
 - Another fantastic session thoroughly enjoyed by my son. Would be very interested in [drama] classes for him (contact details included)
- 56% had not been to the Guildhall before.
- Social media, mostly Facebook was the most popular way of hearing about the events. Posters and flyers scored the lowest.
- When asked what future events they would like to attend, the most popular were family activity sessions and themed event days. These were closely followed by drama club and family theatre productions.
- The majority of children attended local schools which received the social media advertising tile via email.
- 12% were home-educated and a couple were visiting the area.
- The majority of participants lived in the PE30 – PE34 postcodes.
- All sessions were attended, with the morning sessions being fully booked each Wednesday.

4. ADDITIONAL INFORMATION

- We know that the first session at 10.30am on Wednesdays was most popular.
- Last year we had a number of families that rebooked after the first session as it was so good, they wanted more. This was also the case in 2023; we saw many repeat visitors.
- For Summer 2023, the BCKLWN enabled us to provide “Goody Bags” of food for all participants, funded by the Hardship Support Fund:
 - Healthy snack-sized food was purchased by Rachael and Dayna using gift cards from local supermarkets.

- Each participant received a healthy selection of food to take away with them at the end of the session.
- We catered for those with special dietary requirements.
- This gift was well received by all families.

Thursdays – Youth workshop session: Play in a Day

1. OUR OFFER

- 10.30am – 2.30pm workshop session, with a different play each week:
- The Reluctant Dragon, Wind in the Willows, A Midsummer Night’s Dream.
- The format of the Play in a Day youth sessions was: an introduction, warm up icebreaker game, a tour behind the scenes, acting from the play script.

2. ATTENDANCE

Thursdays	Numbers of attendees
3 August	9
10 August	8
17 August	10
Total for Thursdays	27

Spaces were limited to 10 young people per session.

3. EVALUATION

Methodology

- By surveys at the end of each session (see attached)
- Through anecdotal remarks
- Summary of evaluation
- Data evaluation commentary

Evaluation results from Play in a Day sessions

Fun	Suited me	Tedious	Dull
Amusing	Informative	Inspiring	Too short
Fascinating	Confident	Educational	Uninteresting
Long enough	Cool	Lively	Exciting
Enjoyable	Absorbing	Scary	Challenging
Boring	Slow	Great	Useful
Nerve-wracking	Noisy	Worrying	Emotional
Entertaining	Too long	Happy	Stressful

- 85% of participants circled **fun** in the evaluative vocabulary chart.
- Fun, enjoyable, exciting, entertaining, great, happy were all circled by 52% or more participants.
- Slow, noisy, dull, scary, stressful, too long, worrying, emotional, boring, uninteresting, tedious were offered as negatives on the questionnaire. However, of the 27 evaluation forms there were only three instances of a negative word being circled.

- 12 new young people joined us in 2023 for Play in a Day, and many of these booked further sessions after attending the first one.
- 1 young person returned from 2022.
- Most participants were from the PE30 – PE32 post code.
- Play for a Day specific evaluations were all positive and the responses consistently said the best part was “performing the play” and they enjoyed “working with new people”, which for many was a new thing.
- The comments about what they would tell their friends were all positive with recommendations that their friends should come and join the sessions; it was fun.
- The final question on the Play in a Day evaluation comments asked for any improvements, with one suggestion: “Maybe have more opportunities to practise the play and receive constructive criticism e.g. to face the audience when speaking”.

4. ADDITIONAL INFORMATION

- For Summer 2023, the BCKLWN enabled us to provide “Goody Bags” of food for all participants, funded by the Hardship Support Fund.
 - Healthy snack-sized food was purchased by Rachael and Dayna using gift cards from local supermarkets.
 - Each participant received a healthy selection of food to take away with them at the end of the session.
 - We catered for those with special dietary requirements.
 - This gift was well received by the young people.

TOTAL ENGAGEMENT

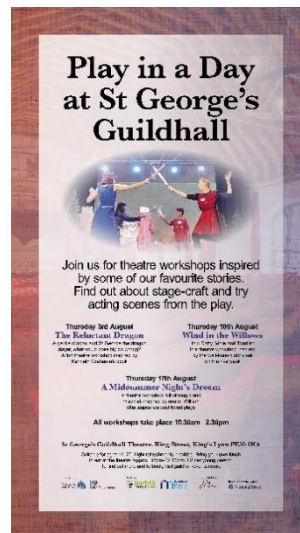
Wednesdays	Participants (adults and children)
2 August	55
9 August	43
16 August	57
23 August	36
Total for Wednesdays	191
Thursdays	
3 August	9
10 August	8
17 August	10
Total for Thursdays	27
Adult volunteers	6
Total for summer	224

STAFFING - Rachael and Dayna were assisted by young volunteers and adult volunteers. The Alive technicians supported the event.

MARKETING - assets were created by the Borough Council graphic design team. The style was similar to the 2022 design. The events were promoted using the following systems:

- Flyer
- Poster
- Social media
- E-Flyers sent to schools
- Digi screens in Alive sites

Facebook and e-flyers sent to school continues to be the most effective forms of communication.



SAFEGUARDING

There were no safeguarding concerns or issues. The procedures were included:

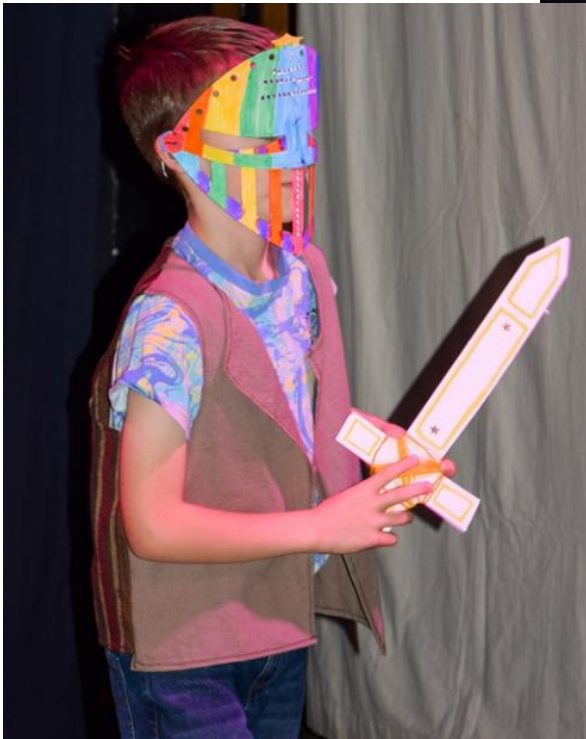
- The theatre was only open to booked Family Fun or Play in a Day participants.
- No volunteer tours were run on Wednesdays and Thursdays in August, restricting additional visitors to the theatre auditorium, making it easier to monitor in a busy session.
- The advertising language was carefully chosen to ensure that children in the Family Fun sessions were escorted by an adult and no adults came without children. The Play in a Day sessions did not need an escort for participants, but a parent/carer could attend the session if they wished.

Report produced by DAYNA WOOLBRIGHT and RACHAEL WILLIAMS

SEPTEMBER 2023

The following images were taken by Luke Burrige of BCKLWN Comms department on the Reluctant Dragon Family Fun Day.





Photographs from The Reluctant Dragon Family Fun session at St George's Guildhall. Photographer: Luke Burrige BCKLWN Digital Comms Officer

3.7 Ukraine Independence Day was supported by the BCKLWN and craft activities were provided for the event which was well attended. KTD and an adult volunteer provided the staffing for this event on Tuesday Market Place. The theme of the crafts was to reflect the history of Lynn and its partnerships with Europe from medieval times and the Hanseatic League. The crafts were well received and the event successful.

3.8 Heritage Open Day was attended by 1076 adults/249 children at Stories of Lynn. A visitor trail with a sensory them was provided for the children which was created by Isabella, one of the KTD work experience students. It was well received by the 249 children who enjoyed a sensory approach including feeling the weight of a mace, tasting bread that prisoners would have eaten in the gaol and listening to the chatter of the talking pictures and learning a fact they conveyed.

3.9 Events for October half term are in place and young people in three different groups are helping to devise and deliver the day's activities:

3.9.1 Spooky Escape Room 23 October 2023

3.9.2 600 Anniversary of the rebuild of the Trinity Guildhall after the fire of 1421 with bread houses and bird seed cakes being made. A freelancer will be talking to the visitors in role as Margery Kempe about her role in putting out the fire. It is Margery Kempe's 650th anniversary festival and we are working in collaboration with True's Yard who have set up the festival. KTD Time Turners are running this day.

3.9.3 Dragon Festival at St George's Guildhall is being run by Dayna Woolbright and Jane Hamilton. The young museum group at Stories of Lynn will be supporting this and getting involved with dragons (either with a dragon exhibition, a dragon craft or helping to run the event on the day – yet to be decided by the Young People!!)

4. And finally, I wish to let you know that I will be leaving my role as Learning and Engagement Officer for Stories of Lynn, on 31 October 2023, and moving away from Norfolk soon afterwards, down to Wiltshire to be nearer my family.

I wish to thank you all for this opportunity to be part of so many exciting projects across King's Lynn and the borough. Norfolk Museums Service and the Borough Council of King's Lynn and West Norfolk have trusted and permitted me to get on with the job, using my skills and creativity; I have enjoyed every single day of my job and worked with so many talented and committed colleagues, delightful young people and visitors of all ages over the six years I have been in post.

Thank you.

For further information on my report, please contact Rachael.Williams2@norfolk.gov.uk 01553 669287.

Rachael Williams

23 September 2023

Attached report: Change Minds evaluation

Evaluating Scaling Up Change Minds - Norfolk Iteration

Harriet Foster and Llewela Selfridge

August 2023

This short report provides a summary of the key points to emerge from the delivery of the second Norfolk iteration, in the Borough Archives of King's Lynn and West Norfolk (Iteration 4) of Scaling Up Change Minds. It covers:

- A summary of the demographic information for participants
- Any barriers to participation
- What had appealed to participants
- The qualitative evidence for the impact of Change Minds on participants
- Challenges encountered during delivery
- Learning points and unexpected outcomes
- What else has worked well/is notable
- Where next?

1. What evidence has been collected?

Qualitative feedback from individuals involved with delivery:

- Baseline interviews with both project coordinators and Work Placement & Careers Coordinator for the local college. Attempts were made to connect with an individual from the local Mental Health Trust who had referred a participant for their feedback, but contact was unsuccessful.
- Follow-up conversations with project coordinators (during delivery)
- Project coordinators feedback via weekly reflective form
- Post-project interview with project coordinators

Quantitative and qualitative data from participants:

- Data from wellbeing and self-esteem questionnaire, start and end of project – 6 completed them at the start, 4 completed them both at the start and the end.
- Data from the demographic questionnaire, completed at the start of the project - 6 individuals provided demographic data.
- Feedback from participants via discussion groups – 2 individuals took part in the mid-point discussion group and 1 individual took part in the discussion at the end of the project.
- One of the evaluators attended the celebration event (session 12) to talk informally to the 7 participants present about their experience. She also collected some written feedback via post-it notes. The other evaluator also attended a research session (session 4) and spoke informally with the two attending participants.

For reasons of sample size and statistical significance, the wellbeing and self-esteem data from this iteration will be analysed with that from all other iterations, as a collective dataset, at the end of the Change Minds programme.

2. What does the demographic data show?

The data provided below is shared for an internal audience. Given the small numbers of people involved, this information should not be reported outside Change Minds.

Demographic information from across Change Minds can be reported as a whole, or broad comparisons in demographics between iteration groups may be possible at the end of the programme.

- Participants ranged in age from 15 to 24 years.
- 2 said they had a disability or long term physical or mental health condition, 2 answered that they did not and 2 answered 'don't know'.
- 6 individuals identified as White British.
- 5 participants identified as female and 1 as non binary.
- 3 participants identified as heterosexual, 2 as bisexual and 1 as Gay Woman/Lesbian.
- 5 participants said they were of no religion, 1 participant as Jewish.
- Home postcodes were collected of all nine participants who initially signed up: 1 x PE30 2, 2 x PE30 3, 1 x PE30 4, 3 x PE30 5, 1 x PE30 7, 1 X PE30 8.

The Borough Archives of King's Lynn are jointly administered by the Borough Council of King's Lynn and West Norfolk and the Norfolk Record Office (NRO). The Archives reside in King's Lynn Town Hall which is also home to Stories of Lynn, a heritage attraction telling the history of the town. The project coordinators were the Borough Archivist and the Learning & Engagement Officer for Stories of Lynn.

As will have been noted from the demographic summary above, this iteration was focused specifically on a group of young people. Many of them were Fashion and Photography students who were referred via a partnership with the College of West Anglia, so that they could gain work experience whilst also exploring conversations around mental health in the past and today. Four of the students disclosed to one of the project coordinators that they have mental health issues. Some of the other participants came to the project through previous contacts with Stories of Lynn (e.g. through volunteering / Kick the Dust – a NLHF programme focused on youth projects one of which runs in Norfolk). One individual was referred by their care coordinator working for the local Mental Health Trust.

A creative practitioner (in calligraphy) was referred by the mental health partner but was not interviewed for the evaluation as this person became involved at short notice.

3. Barriers

- Travel expenses are offered through Change Minds to participants to mitigate this as a potential barrier but it was not found to be so in King's Lynn. Here, no one claimed any travel expenses and many of the participants already have bus passes to get themselves to college. On the other hand, family commitments saw two members dropping out (as they had caring responsibilities).
- Probably one of the more obvious barriers for students enrolled in this iteration was the timing of the project. It ran concurrently with end-of-year deadlines associated with their course (coursework and exams) and this put extra stress and time pressure on the students involved and they prioritised their college work as a result, sometimes at the expense of attending all the Change Minds sessions. The timing of the iteration also compromised recruitment to an extent – *"It was a shame that this opportunity came along so late in the term as many students had already done their work experience hours"*.

4. What appealed to the participants

- The young people were drawn to the project for a range of factors, not all of which appealed to every individual. The reasons they gave included its history/heritage focus, the chance to work with archives, the fact that it provided opportunities to note on their CV, to improve their mental health, and gave them the chance to meet others/socialise.
- The way sessions were structured also allowed participants some choice and agency which was appreciated.

- One young person remarked on how they valued finding out more about people in society who tend to be less visible: *“I think this whole project is quite interesting because you’re going back and learning more about specific people and how life would have been for them. Because when you learn about history, you don’t tend to focus on what perhaps people like this would have. You wouldn’t have learned about their point of view. You only tend to learn about more famous people, so more disabled people or people that would have been in lower class parts of society. It’s very interesting to learn about their history.”*
- Also mentioned was the opportunity to explore different perspectives from the past, not just that of the person being researched, but extrapolating from their experience who was involved in their life in a wider context: *“The looking to like, not just the individual that we’re looking at, but like, the people caring for them because obviously you don’t have a face for them, but you just know like you know, they did this and that they we helped them get up or we made sure they had all their meals or things like that and it’s like...it shows that people care. Even then, although, how much it is, I don’t know. It’s interesting that it’s made me question a lot more than I thought it would, rather than giving me more answers.”*

4. Qualitative evidence for the impact on participants

- It was observed by project coordinators that confidence increased across the group generally, and in two participants in particular. *“The group as a whole when they started were very quiet and shy but came out of their shells as the programme progressed.”* This was expressed as a stand-out moment by one of the project coordinators: *“Seeing the young people develop in confidence. Seeing them engage with the project.”* For example, one participant who had good attendance and was really engaged, had admitted in the first session that they didn’t like history but by the end was really interested and invested in their case study and the wider research around that individual.
- This increased confidence was also noticed of one participant by two family members who attended the celebration event in the last session: *“she has come out of herself”* and *“she wouldn’t have talked to you before, she would have been in the other room red faced”*. Indeed, one of these individuals, in talking about their family member’s increased confidence and ability to chat since taking part in the project, also revealed how the participant had worked with their grandfather to take photos in Kent, showing how Change Minds had helped to support an intergenerational activity outside the project. There was another example of the project leading to work with others outside the project (see below, under the point about skills).
- A varied list of skills was mentioned by the participants themselves, and by the project coordinators, as those that participants had developed or gained through the experience. This included research and using archival materials and palaeography/decoding handwriting which was pointed out as still being a relevant skill but not one that we often get to practise very much nowadays. Also mentioned were interview skills and curation, the latter prompting a lot of impact in particular for one participant in relation to their creative response (this impact is also explored below regarding a different point): *“I think one of the main things ... there was like almost in a sense of like curating a piece to put on for us to portray a certain message. It’s something I’ve never done before, so making my own thing which was completely different to everybody else’s My [response], I wanted it to be questions like, you know, I wanted you to question it. So like cueing in a way different to other people to portray a certain message. I thought I honed that skill quite well, especially looking through actual archives, you know material and things and getting a broader understanding and knowing how to do that. Like it’s one thing to know it, but to actually put it into practice, it’s completely different. And I think I really did learn that skill.”*
- One participant is transferring the skills they have learned to support a friend find out about their Jewish relatives in the War.
- Participants enjoyed the sessions (*“I really, really enjoyed it. I thought it was brilliant”*). One participant volunteered that for them the best part had been going to Norwich to visit the Norfolk Record Office (*“[For me a highlight was] going into the archives and seeing how things are like ...*

preserved and look, like [the] conservation of it.”). The College Work Placement Coordinator also observed that during the visit to the Norwich Archives some of the students had opened up when looking at the stories of the asylum inmates as they were able to relate to these in some way.

- It was observed by the project coordinators and by both of the evaluators on separate visits that group members were comfortable with each other. This was interpreted that the young people perceived the sessions as a safe space. One participant had Tourettes but offered an explanation to the group in the first week including how to deal with any comments they might make. Another individual opened up within the group about issues they had experienced at college suggesting they felt that was a safe place to raise them. This individual found parts of the last session challenging, when newcomers were present (other participants’ family members and visitors for the creative response showcase), and removed themselves to a quieter place. The project coordinators remarked on how this person must have felt comfortable early on in the sessions, as that was the first time they had seen that kind of response. The project coordinators reflected on how the last session could have been structured slightly differently to accommodate this person’s needs and would take that learning forward.
- For one participant the programme was valuable as it gave them *“something to get up for on a Friday – really important for structure”*. This participant had had experience of both adolescent and adult Mental Health Care. Their view was that Adult care was less about activities and more about medication whereas Adolescent care provided activities to support recovery. The Change Minds programme helped support recovery.
- For some of the participants, participating in Change Minds has been very thought-provoking on a personal level. In one example, an individual mentioned above in relation to the development of curation skills, had felt that they were less experienced when it came to the creative response because they were *“not arty”* like many of the other participants. Additionally, their research individual, about whom there was a scarcity of archival information but whose mental health led him to commit a number of petty crimes and end up in prison, in fact brought the participant to question sensitively their approach and so present their research information in an innovative way that encouraged the viewer to really reflect and come to their own conclusions:

“I thought, ‘Ohh, God, I didn’t want to write this person’s story if I didn’t know them’ ... So I sort of made like a missing person’s report almost with everything I had. But little questions on like, you know, post it notes to like sort of encourage someone to be like ‘Hmm how do you look into that then?’ Or ‘Oh is this really who he is?’ Because I would hate for someone to write my story if they didn’t know it. And it’s such a delicate subject... So I didn’t want to, just like, bare all of this like almost like ... dirty laundry out almost. And be like this is, you know, petty crime-filled history. And he was actually quite nasty when he was there for a little while because he was so unwell. And it’s like what? That’s not really him that’s his illness. Yeah and I think that was really important to distinguish that because it’s quite stigmatising and we’ve ‘changed minds’ especially I know that your whole idea is to quite literally ‘change minds’. So I was, and I think ... because [of] my mum’s mental health now so and I’ve got a long history of mental health workers in the family or NHS so I was very, very intent on removing the illness and finding the person rather than just showing his illness. If that made sense.”

5. Challenges

- Maintaining attendance levels was one of the main challenges faced by the project coordinators. This may be linked to the point already made about the timing of the iteration and it clashing with college commitments for those students who were participants. The project coordinators tried to be understanding and accommodating around the poor attendance, but sometimes found that there was a fine line between communicating this and it being received as the message that it was acceptable to opt out of attending every week.
- As mentioned above, one of the participants enjoyed the archival element more than the creative response and this was because they did not feel they had an arts experience/background and felt a little under pressure initially when it came to translating their research into a creative response. Although the wording in the programme material specified ‘creative’ response and not ‘artistic’

response, they did initially feel quite daunted until it was explained that this response could be in a form of their choosing, e.g. a piece of writing. One of the project coordinators remarked that it was important to use the word 'creative response' in the programme material to encourage inclusivity – although clearly this may need to be backed up with extra explanation if needed.

- Despite showing participants the evaluation video, the information sheet and the evaluators attending sessions, it was remarked that participants were still not completely clear about the purpose of the discussion groups. Being a young cohort it was suggested that they may have interpreted the discussion groups as a test of what they had learned. If the project coordinators had a better idea of the questions asked during the discussion groups, they could have explained this better to the participants, possibly boosting attendance.

6. Learning points / unexpected outcomes

- One of the participants showed an unexpected *“breakthrough moment”* following a conversation involving one of the project coordinators and one of the evaluators. They had been chatting with a participant about her skill as an active listener, and she obviously listened well to that and in the later, afternoon session, following Change Minds (a separate group) her response was described as *“wonderful”*:
“She ‘drove’ the conversation with the art group asking participant A1 about his inspiration for his mural, talking to participant M about M’s experience of life at college, asking participant A2 about what she enjoyed doing. It was lovely. [She] was also the ‘director’ of the artwork for the afternoon, telling people what needed doing, monitoring what had yet to be finished and making sure everyone was on task. It was fantastic and we saw so much more of the real, confident [person]. It was magical. This has also impacted her future work, being more proactive about offering her views and input into the art project at a different time.”
- Two of the participants have asked to come back to the venue as volunteers. For one of them this is their nearest cultural heritage venue and they had never been here before attending Change Minds.
- One participant talked about a light bulb moment when it became clear that presenting the research individual was about telling their wider story, rather than just explaining their illness, and how perhaps this could have been brought more to the fore earlier in group discussions:
“The clarity on this is how you’re gonna, you know, how you can present it and how there’s so many more different ways and perhaps a little bit more clarity on the fact that you aren’t just doing the individual as their illness for this specific thing, you’re doing it as the person.”

7. What has worked well/what else is notable?

- It was observed that there was a good rapport between the participants and the project coordinators. This was echoed by the College Work Placement Coordinator who has previously worked with these staff members and who also felt that this opportunity was helping to broaden the horizons of the students involved.
- The sensitive approach of the project coordinators meant that the needs of each individual were taken into account and the sessions were personalised to allow them to develop in their own way, and for those who had missed sessions to catch up without any judgement. This was important for participants to settle back in after an absence. Having a prior relationship with some of the individuals was also really helpful as it meant that the project coordinator were also able to anticipate their needs.
- The project coordinators have worked together for a number of years and have a complementary skill set which means they work well to each others’ strengths. The partnership with the College of West Anglia was also cited by the project coordinators as a strength and one that they would look to continue should they run Change Minds again in future. They *“loved”* having the age range of participants and felt that had worked well.

- The Change Minds videos were well received and it was remarked that this meant the young people had “*other voices to listen to*” and, as they were visual, “*this is a mechanism in which they take in information well*”.
- The project coordinators had found the weekly debrief chats with NRO/Restoration Trust staff helpful, as well as the opportunity to record their reflections via evaluation tools.

8. Where next?

- Both project coordinators would like to run Change Minds again with a similar age group of participants. However they would look to do this at a different time of year (to avoid any clashes with coursework or exams) and would consider offering a longer session of 2.5 or 3 hours instead of 2 hours.
- Project coordinators also suggested that if they were to recruit students on an arts based course, they would look to offer more challenge through the creative response, perhaps by making this more directed. This could be achieved if creative practitioners were brought in earlier to share new and different skills to encourage participants to try these instead of falling back on experience they already had, thereby giving them ‘tools’ in their toolkit that could be used in their creative response. It may also be worth taking on board the feedback from one participant about how a group discussion around the creative response could have changed the focus of this, to encompass more than mental illness to exploring the wider stories of the historic individuals.
- There is still a low take up of the discussion groups, despite the new film introducing the evaluators and two of the evaluators attending sessions to make a more personable approach. It is recommended for the next iteration that consideration be given to offering discussion groups in person, rather than online to see whether this would increase participation.

KING'S LYNN & WEST NORFOLK AREA MUSEUMS COMMITTEE

March 2023

TRUE'S YARD FISHERFOLK MUSEUM REPORT

Report by Museum Curator

1. Temporary exhibitions and events at True's Yard Fisherfolk Museum

1.1 Exhibition Programme

This year the Museum will hold 6 exhibitions. Subjects have included 1953 Floods, Pocahontas and Norfolk, King Charles I, II, and III, Night Trawler and our annual Art Exhibition. The next exhibition will be focussed on the Timber Trade in King's Lynn.

1.2 Art Exhibition

Our annual art exhibition theme for 2023 was Portraits and Personalities. The Museum worked with private collectors to showcase some of the best local artists past and present. We were particularly pleased to be able to showcase works by Walter Dexter some of which had not been seen by the general public for 70 years. The exhibition was kindly opened by Speaker for the House of Lords, Lord Nicholas True, a descendant of Ambrose True, the brother of William True after whom True's Yard was named.



Lord Bellingham, Lady True, Lord True and Dr Paul Richards.

1.3 True's Talks

Our True's Talks are once again very popular. The autumn series begins on 28th September. Subjects have include the Industrial Revolution, the witch trials and medieval Fenland.

1.4 Pat Midgley Memorial Lecture

12th October 2023 at 7pm at King's Lynn Town Hall. Costumed historical interpreter Kathy Hipperson of YouTube 'The Victorian Way' fame will be speaking about *Making a drama out of History: Bringing History to Life through costumed Interpretation*. Tickets £5pp

Other Museum Developments

2.1 Events

28th September – 16th November Autumn Series True's Talks.

12th October Pat Midgley Memorial Lecture

17th October Friends of True's Yard Ghost Walk.

23rd October to 9th November The Festival of Margery Kempe.

Tastes of the Past Evenings (November- February)

Georgian Desserts.

Tastes of Christmas Past

Wartime Rationing

Foods of the Fair

14th December Carol Service at All Saints, Free

3. Friends of True's Yard

3.1 The Friends of True's Yard have expanded their normal 6 fundraisers to 8 and they have so far proven popular. Alison Gifford has also kindly offered to do a Ghost Walk for the Friends to raise funds.

4. Partnerships

4.1 The Festival of Margery Kempe

2023 marks the 650th anniversary of Margery Kempe's birth and True's Yard will be holding a festival to celebrate the life of the famous medieval mystic from Bishop's Lynn. There will be a variety of different events such as talks, walks, concerts, small performances, food experiences and workshop.

Festival of Margery Kempe Events

11th October Margery Kempe- local woman of significance – combined school experience at Lynn Museum, Stories of Lynn and King's Lynn Minster.

23rd October-9th November Margery Trail

27th October 10:30am-2pm at True's Yard Fisherfolk Museum Medieval Day – Drop in craft activities & a chance to try some Medieval Food.

29th October 3:30pm at St Nicholas Chapel Leah Stuttard Sing with me! Workshop for participation in the concert- Free to attend.

30th October 7:30pm at St Nicholas Chapel Leah Stuttard concert Margery's Journey in Sound – Not just for Christmas. Listen to Medieval Carols and Gregorian Chants- a celebration of English tradition.

1st November Day at St George's Guildhall Andrew Jarvis- Sir John Oldcastle and Falstaff workshops. Learn theatrical skills from an Incredible Shakespearian actor and discover the real inspiration behind popular Shakespearean character, Falstaff, and the politics of religious persecution.).

1st November Evening 7pm at St George's Guildhall - Medieval Mischief & Tudor Tomfoolery. £10pp. Under 16s free.

Thursday 2nd November 1pm-2pm at True's Yard Fisherfolk Museum. Michael Gilbert Making a Living – Life in the Medieval Fenlands.

9th November at King's Lynn Minster 10am-12noon and 1pm-4pm Kathy Hipperson
Tales of Margery Story telling - Free to attend.

4.2 Heritage Learning Forum

The Heritage Learning Forum has representatives from Stories of Lynn, King's Lynn Town Guides, Community Action Norfolk, Lynn Festival, King's Lynn Library, Marriott's Warehouse, Lynn Museum; Voluntary Norfolk, Tourism Support Officer, COWA, Volunteering Matters, King's Lynn Minster and St Nicholas' Chapel. This group meets quarterly to discuss various aspects of heritage organisations such as volunteers, school visits etc. We have new welcomed a new member – Jane Hamilton, Learning Engagement Officer for St George's Guildhall.

5. Learning and Outreach



Permission from parents granted for use in this report

5.1. Vikings and Victorians

We tried something a little different this year. Our Vikings and Victorians Day welcomed 69 families and they enjoyed a host of crafts and activities including examining an ersatz Viking coprolite to find out what Vikings ate.

5.2. True's Tots/ Warmer Winter Programme

Our educational programme for the under 5's continues to prove popular. We are applying for funding to expand our Warm Space project from last year. We will continue to be a warm space but on top of that offer Winter Warm Packs which will contain clothing & items to help keep people warm. To bridge the gap when the Food bank is closed over the weekend we will also give out MRE's to provide 6 easy to prepare nutritionally balanced hot meals. There will also be packs for babies and sanitary kits.

5.4. NHS Wellbeing Dungeons and Dragons

A mental health project where the Museum hosts and runs Dungeons and Dragons sessions. So far it is really opening up the museum to new audiences and feedback has been very positive.

5.5 Social Media

Currently the Museum's Facebook page has 2.1k followers and Twitter/X has 1,413 followers. We have recently focussed on increasing our usage of Instagram and our

followers are steadily increasing 369 Followers (last report 293).

6 Visitor Numbers

The figures for April 20223 to August 2023 were 5,493. This is a slight improvement on last year 5,471. Visitor income for this period has improved £19,266.27 from £17,320.87 the previous year. We believe this is down to our newly refitted shop funded by the Plan for the Future Fund.

7 Resource Implications

Finance- None

Property- we have installed a new lift thanks to funding from CIL. A new sign has also been painted by the entrance to welcome visitors to the Museum.

Staff- None.

8 Recommendations

That the Area Museums Committee notes the report.

Originator of report:

Lindsey Bavin

Museum Curator

True's Yard Fisherfolk Museum

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Item: Tourism Marketing Update

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

Date: 09th October 2023

Report from: Senior Tourism Officer, Borough Council of King's Lynn & West Norfolk

1 Introduction

The report provides updates for the Area Museums Committee on tourism marketing and development activities from March 2023 to the start of October 2023.

2 Printed marketing

2.1 2023 Where to Stay in West Norfolk

The 2023 edition of the *Where to Stay in West Norfolk* booklet of local accommodation was published in April 2023, ahead of the summer season. This booklet is primarily made for the King's Lynn Tourist Information Centre to send out upon request and to give out to visitors to their service in the King's Lynn Town Hall. The booklet is in a rolling perpetual print to meet demand (with major updates at the start of each calendar year). It is still free-of-charge for west Norfolk accommodation businesses to appear in the booklet at this time, and the amount of accommodation entries continues to grow over time.

2.2 Discover King's Lynn

The 2023 edition of this popular leaflet of ours was published and circulated from mid-April 2023. The print run is still 160,000 copies, with large quantities subsequently distributed around the area's venues and businesses by two regional distribution companies.

2.3 Hunstanton Mini Guide and Downham Market Mini Guide

Work on the 2023 edition of the Hunstanton Mini Guide was complete in May 2023, with the latest edition of the Downham Market Mini Guide being complete in July. We ran with another 40,000 copies of the updated *Hunstanton Mini Guide* and a slightly increased quantity of 15,000 copies of the updated *Downham Market Mini Guide* for this year too. As highlighted in our previous report to the Museums Committee our department waits for almost total stock clearance of all of our leaflets as we work towards zero waste with our printed titles. As a consequence, some tourism venues may run out of our leaflets for a period of time before we go to reprint.

2.4 Other publications

The Borough Council supported the King's Lynn Town Guides once again by arranging the print and distribution of the *2023 King's Lynn Guided Walks* programme ahead of the Eastertime start of the Town Guides' new programme of walks (alongside our support with some of the Town Guides promotional materials too). We conducted another reprint of the *King's Lynn Maritime Trail* booklet in July 2023 (supplying both usual stockists of the King's Lynn TIC and True's Yard Fisherfolk Museum with copies from this rolling print job to meet the ongoing demand).

The Tourism Department gave its usual support to the print and distribution of the *King's Lynn Heritage Open Day 2023* booklet in late August-early September, ahead of the open day event which was held in King's Lynn town centre on Sunday September 10th 2023. See a summarised report of this event under item 3.3.

3 Digital marketing

3.1 www.visitwestnorfolk.com

As highlighted in the previous report to the King's Lynn & West Norfolk Area museums Committee, the new version of our main visitor website (Visit West Norfolk) is now over a year old and, across the months since that time, it continues to see regular changes and refinements to aspects of the design, coding and content to better match the expectations of the modern visitor. The website design work was undertaken and led by the BCKLWN Web Team with ongoing input and Wordpress updates being made by the Tourism department's Tourism Support Officer.

It should be highlighted once again that the website features example itinerary experiences in relation to **Group and Tour Visits to West Norfolk** (with initial focus on attracting group visits to King's Lynn) and we have previously reported to the Area Museums committee on much of the commissioned work we do to attract groups to the area each year. The Tourism department recognises that there needs to be more focus on attracting even more group tours to the town (and we mention non-digital planned activity for group tours under item 4.2.2 of this report). However, the Tourism department believes King's Lynn will prove to be an even stronger draw as a main destination for group operators when some of the town's major heritage venues are more regularly accessible by visitors. Heritage assets may not be able to meet expectations from group visits if there is an assumption by visitors that heritage venues within the town are regularly and reliably open and accessible. Heritage venues naturally feature heavily in the Tourism department's promotion of King's Lynn and it may well be the case of concentrating extra resources on promoting the town to tour operators once all heritage venues are regularly open for visitors (and, ideally, with some regular programmed activities as part of their opening hours). In particular, the Tourism Department looks forward to the ongoing regeneration of the Guildhall of St George as a major draw for the town, with the venue's rich high profile history likely having international group tour operator appeal as regeneration of the site continues. The Tourism department also wishes to co-ordinate future boosts of town centre promotion to group operators in line with the outcomes and aims of the forthcoming West Norfolk Car Park Strategy and major regeneration projects related to the King's Lynn town centre and riverside.

2023 Website Campaigns: 'Greener West Norfolk' and 'Visit West Norfolk...Naturally'

The department began a 10-month-long paid digital marketing green tourism campaign from March 1st 2023 (and it continues to at least the end of the calendar year), aiming to attract new environmentally-conscious visitors to our website and to help cultivate responsible tourism within the west Norfolk area in general. The campaign was initially branded as 'Greener West Norfolk', with radio spots being commissioned for airing on radio stations in London and in the North-East of the UK across the 2023 springtime period, in time to attract domestic tourism to the area for the 2023 summer season.

The tourism department's wide range of new content for this 'Greener West Norfolk' online campaign, including downloadable guides related to both responsible tourism for visitors and sustainable tourism tips for businesses, came under a fresh rebrand as 'Visit West Norfolk...Naturally' in late summer 2023, bookended by a new digital radio campaign throughout September 2023 - this time focussed purely on attracting out-of-season visitors from affluent areas of London.

This environmentally-aware campaign's new 'Visit West Norfolk...Naturally' brand mirrors the region-wide shared-branding with the rest of the East Anglia tourism marketing network

led by Visit East of England. More details about VEE's own campaign here:

<https://rb.gy/mcx54>

www.explorewestnorfolk.co.uk

We continue to promote our *Explore West Norfolk* website and two related apps in our e-shots and other marketing materials, and we continue to plan brand new trail content for this digital platform throughout 2023-24. Such trails include:

Norfolk Coast: Myths & Legends – a cross-Norfolk-boundaries major trail project led by the tourism department, including aspects of Lord Nelson's local history and the more colourful aspects of our coastal history for cross-demographic appeal. This large-scale trail is now in mid-production, with all original commissioned artwork (much created by a local artist) now being complete as of Summer 2023. The department's aim is to launch this trail as a celebration of the Norfolk Coast Path section from King's Lynn to Snettisham, soon to be redeveloped by the NCC Norfolk Trails team, any such launch possibly happening during Spring 2024.

King's Lynn Walsingham Way (KLWW) – the Tourism department continues to be an active partner of this locally-led project (headed by The King's Lynn Minster Parish Trust charity) to establish a new trail and waymarker posts, from the town to Walsingham. An extensive business case document was recently commissioned and, as of Summer 2023, the document is now complete, with external funding options subsequently being explored by this group.

The Tourism department's next step in support of this project is to create a GPX map file of the whole KLWW route for upload to their Explore West Norfolk website and app before the close of 2023, so that the general public can access, test and follow the route for the first time, ahead of any physical waymarking phase being undertaken by the project leads.

Downham Market Gingerbread Town Trail – from February to August 2023 ongoing discussions and joint working between Discover Downham, Downham Market Town Council and the Tourism department for a town-based heritage trail with potential for a high casual visitor appeal have resulted in the first proof being created of this A5 sized town trail booklet. As of late September 2023 this full proof of the trail booklet is currently being looked at by the Discover Downham Heritage Museum stakeholders for final comments and additions, before a suitable 2024 launch is organised.

3.2 Website traffic

Website figures for the whole calendar year of 2023 will be included in the next report (March 2024) with comparisons made to the previous full calendar years from 2019 onwards to identify any level of progress in website visits. Even though, at the time of writing this report, we are still in the midst of a month-long September 2023 digital radio campaign (currently airing in chosen areas of London) and consequently we do not know what the total engagement levels for this period will be until the campaign is complete, we can say with some confidence that our level of website visits for 2023 will have at least increased to being above the annual KPI for our website performance this calendar year.

3.3 Events

It was good to witness such a full programme of events happening throughout west Norfolk across 2023 in comparison to previous years of various nationwide restrictions, including King's Lynn Festival and Festival Too continuing to be very popular for the town as well as new events within the local area for the King's Coronation. The Tourism department hopes

that the footfall has been good for the whole of west Norfolk in 2023 despite the unreliable weather during this past summer season. Amongst a great many events happening in the area some notable highlights from around west Norfolk in recent months include 'Sean Scully at Houghton Hall – Smaller Than The Sky' (the world-renowned artist Sean Scully staging a major exhibition at Houghton Hall from 23 April, which continues to run up until 29 October 2023), 'Folk in A Field' (a sold-out expanded 4-day open-air event in rural West Acre), the current 'Heads & Tails' art exhibition held within King's Lynn's Guildhall of St George, and 'King's Lynn Heritage Open Day' (September 9th 2023). The main organisers of that event, King's Lynn Civic Society, has kindly offered the following update on this year's King's Lynn Heritage Open Day for this report:

"This year's Heritage Open Day fell on one of the hottest September days on record, which presented some challenges, but didn't prevent the crowds from turning out. There were a lot of 'old favourites' open (the Town Hall, Clifton House, St Nicholas' Chapel and the Pilots' Office), which proved just as popular as ever. And a few recent additions – the Pink House, the recently re-opened Crown & Mitre and the Lattice House on the buildings side, and new additions Brought to Life re-enactors, and the Kentwell Players added to the full entertainment programme. The activities in The Walks (re-enactors, falcons, archery, miniature railway) and the vintage buses were as popular as ever."

The Tourism department is now looking forward to the forthcoming season of local festivals and events from Halloween to Christmas and beyond, with the duo of staff currently working on a great deal of seasonal multimedia content (including the department's current Halloween campaign which features a wealth of family-friendly content as well as a series of more adult-oriented seasonal content listed under our own campaign umbrella of "Fear and Haunting in West Norfolk"). In particular it is good to see King's Lynn welcoming the 'Fear in the Fens' festival for the very first time (a whole-day programme of events held on October 28th 2023 at the Alive Corn Exchange) after the festival's successful years in Downham Market in recent times. As folklore and 'dark tourism' hold notable appeal for lots of potential visitors in modern times, the department is keen to build upon our promotions and support for such out-of-season events with each passing year, at the same time as celebrating the unique character and colourful tales of west Norfolk in general.

3.4 Business e-shots

Local tourism businesses and organisations on the tourism department's business database continue to receive our fortnightly e-shots (the latest tourism business news in email format) and the department uses its 'Tourism Industry' and 'Useful Links' sections of the Visit West Norfolk website for local tourism businesses to find an archive of our e-shots, latest news and downloadable tourism reports. The tourism department continues to proactively engage with established venues, parishes and new west Norfolk tourism businesses to our tourism database for future communications. This engagement currently includes an area-wide reach out to village parishes to check the content we have with them and/or confirm such ongoing promotion of their villages.

Such Visit West Norfolk e-shots sent out to tourism-related contacts during the period covered by this report include (in order of most recent):

[September 2023] Accommodation Offers & Free Things To Do
[September 2023] King's Lynn Heritage Open Day | Sunday 10th September 2023
[August 2023] King's Lynn and West Norfolk Pride and Free Open Air Cinema
[July 2023] Summer Holiday Fun and Car-Free Travel
[June 2023] Summer Days in West Norfolk 2023

[June 2023] Father's Day in West Norfolk 2023
[May 2023] Hanseatic Festival of Watersports 2023
[May 2023] Spring Days in West Norfolk 2023
[April 2023] The Coronation of King Charles III | Celebrate in West Norfolk
[April 2023] Easter Weekend in West Norfolk
[March 2023] English Tourism Week 2023
[March 2023] Greener West Norfolk | Time To Explore with Greener Footsteps

3.5 Consumer e-shots

The scheduled programme of our regular Visit West Norfolk tourist-facing e-shots continue to be sent out to prospective visitors every fortnight. The content of each e-shot is usually a mix of themed content and promotions of a small set of events or attractions, accommodation and activities. The Tourism department wishes to significantly boost the number of visitors who sign-up to receive such information and are looking at allocating a section of the department's budget for online adverts in the near future to highlight this 'sign-up for news' aspect of our department's work.

4 **Planned activity**

4.1 The Tourism department's completed ***West Norfolk Tourism Development Plan 2022-26*** has been available as a download from the *Tourism Industry* section of our website since the start of the year. As previously reported, this 5-year plan has been informed by current key local, regional and national business recovery plans alongside ongoing feedback from local stakeholders (including the West Norfolk Tourism Forum). The six key strategic aims stated in the plan to assist west Norfolk's post-pandemic tourism business recovery are currently being reviewed for actions across themed Tourism Informal Working Group workshops throughout 2023, such sessions being externally facilitated and attended by officers, members and invited key stakeholders from the local tourism industry. The aim of the series of six workshops being to come to a consensus with regards to targets and actions related to the strategic aims stated within the aforementioned tourism development plan. The final Tourism Informal Working Group is themed 'Experiential and Cultural Tourism' and will be held in mid-October 2023. The Tourism department aims to give a summary of the outcomes from all six of the 2023 Tourism Informal Working Groups series of themed sessions in its March 2024 KL&WN Area Museums report on activity.

4.2 Some other key actions planned by the Tourism Department include:

4.2.1 The Hunstanton Observatory

The construction on the Hunstanton clifftop of the Hunstanton Observatory (externally-funded from the European Regional Development Fund and Interreg, co-ordinated by the NCC EXPERIENCE Norfolk project) was complete in April 2023, with a launch event held on-site that same month alongside a local amateur night-sky photo competition.

As previously reported, it is the department's aim to make west Norfolk a great hub for off-season Dark Skies-type astronomical events in the future, in a bid to further help support an all-year-round tourism economy for the local area. The observatory site is not a community hub but is, instead, funded to become a pre-bookable site by tourism businesses for visitor experiences being held in collaboration with a variety of local groups. A website link dedicated to this observatory site, as well as the first draft of booking information for businesses was launched via the Visit West Norfolk platforms at the same time as the springtime launch event for the site. As the night-sky astronomy season is only at its best from October-March annually, the Tourism department is in ongoing discussions with county Dark Skies Festival leads to help create a calendar of events for the forthcoming

autumn/winter to show both tourism businesses and the general public what is possible at the Hunstanton Observatory site. The site's shelter capacity is admittedly small-scale (a 10-man interior space), to give an intimate experience of the local environment and wide skies, but the department hopes to include as many local tourism businesses as possible as invitees to all Dark Skies events happening at the site to showcase such possibilities for them at the venue. Whilst awaiting the astronomy season to begin in earnest the Tourism department has made their own investments for the observatory interior in recent times, including a selection of large wallcharts for the interior walls (moon map, stars/constellations chart and local wildlife details), a new presenters' plinth and stool and removable visitor benches.

4.2.2 Boosting the Profile of King's Lynn for Group/Tour Operators

As well as conducting digital promotions directed to tour operators, The Tourism department is committed to supporting the King's Lynn Town Guides in their Shared Prosperity Fund awarded plans to attend the March 2024 Travel Trade Show at the Birmingham NEC. The Tourism department plans to continue to meet with the KL Town Guides about this supportive working on a monthly basis leading up to this event. This 2-day trade show provides the opportunity for standholders to have direct face-to-face dialogue with prospective group tour operators and to nurture group and coach trips to King's Lynn with itinerary suggestions and promotional visual material representing the town. The Tourism department is physically attending this event alongside the King's Lynn Town Guides and will aim to support the Town Guides in other related ways leading up to this major tourism trade event. Related to this event, the Tourism department has produced a contacts list of national group and travel trade operator businesses who are already familiar with the wider west Norfolk area, in a possible attempt to further nurture introductions, long-lasting working contacts and future itinerary bookings for the local area with such businesses. The department hopes that several of the invited group business contacts will attend the Travel Trade Show and visit the KL Town Guides exhibition stand for King's Lynn (and wider area) itinerary ideas during the 2-day event.

As a stakeholder member of Visit Norfolk (VN) and Visit East of England (VEE), the Tourism department has supported VEE's plan to travel to the USA this year to promote the local area to overseas group tour operators. During the summer of 2023, VEE's Travel Trade Executive requested promotional content from the west Norfolk Tourism department to help present and promote the west Norfolk area (on this occasion mostly for King's Lynn) amongst other areas of East Anglia) and the VEE officer subsequently attended the Destination Britain North America (DBNA) trade event in San Francisco (a unique opportunity to meet dozens of hand-picked leading US and Canadian travel trade and tour operators) from 7th-10th September 2023. More details about this USA trade event can be found here: <https://rb.gy/5vhj6>

5 **Other developments**

5.1 Partnerships

5.1.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East of England to promote the county and wider area, often including bi-weekly marketing meetings with VEE and its 'DMO Coalition' of members from other areas of the region. As previously reported, this regional coalition continues to utilise an ongoing marketing pot, primarily created from Visit Suffolk and Visit Norfolk funds, to help promote the East of England (including to inbound overseas visitors to the area).

5.1.2 The west Norfolk Tourism department continues to work productively with existing and new partners, including being part in the following groups and partnerships across the period covered by this report (March 2023 - October 2023):

- British Destinations.
- Downham Market Town Council Tourism [periodic meetings restarted from Feb 2023].
- Employer Engagement Network [Norfolk-wide, includes regular *Skills Network* e-shots].
- Film Friendly Norfolk Steering Group.
- Good Journey County Campaign (NCC).
- King's Lynn & Norfolk LCWIP Group.
- King's Lynn Town Centre Public Realm & Repurposing Project Group.
- King's Lynn Walsingham Way Group.
- Norfolk & Suffolk DMO Coalition.
- Norfolk Tourism Best Practice Group.
- Visit Britain [via semi-regular DMO calls].
- Visit Norfolk [Visit West Norfolk/BCKLWN are stakeholder members].
- Visitor Pressures Steering Group [Norfolk coast/AONB focussed].
- West Norfolk Tourism Forum.

6 Resource implications

None.

7 Policy implications

None.

8 Recommendations

The committee is recommended to note the report.

9 Access to Information

No background papers.

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