

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



King's Lynn and West Norfolk Area Museums Committee

Agenda

**Monday, 8th January, 2024
at 2.00 pm**

in the

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

Also available to view on:

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

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

21st December 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, 8th January, 2024 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. Apologies for Absence

To receive any apologies for absence.

2. Minutes (Pages 4 - 10)

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

3. Matters Arising

To consider any matters arising.

4. Declarations of Interest (Page 11)

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.

5. **Report of the Assistant Head of Museums** (Pages 12 - 28)
6. **True's Yard Report** (Pages 29 - 32)
7. **Report of the Borough Council of King's Lynn and West Norfolk**
(Pages 33 - 37)
8. **Date of Next Meeting**

To note the date of the next meeting is 18 March 2024 at 2.00 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

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, 9th October, 2023 at 2.00 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT:

Borough Councillors

Councillors P Bland, A Bubb, M de Whalley
Mr B Davison

County Councillors

Councillors L Bambridge, M Chenery, A Kemp

Norfolk Museums Service

R Hanley and R Williams

1 **APPOINTMENT OF CHAIR FOR THE MUNICIPAL YEAR 2023/2024**

RESOLVED: Councillor A Bubb be appointed Chair for the Municipal Year 2023/2024.

2 **APPOINTMENT OF VICE CHAIR FOR THE MUNICIPAL YEAR 2023/2024**

RESOLVED: Councillor A Kemp be appointed Chair for the Municipal Year 2023/2024.

3 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from County Councillor C Dawson, Oliver Bone, Curator at Lynn Museum and Lindsay Bavin, Manager of True's Yard Museum.

4 **MINUTES**

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

The minutes of the meeting held on 20 March 2023 were agreed as a correct record subject to the following amendments highlighted in bold.

Page 7: Councillor de Whalley Amend to read to promote the **loss of** biodiversity species.

Page 8: Councillor de Whalley asked whether they were looking to **expand** their relationship with other museums.

Page 8: Councillor Kemp raised comments and questions regarding **Savages**.

5 **MATTERS ARISING**

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

Councillor Bubb referred to page 7 referred to the purchase of items from the museum and informed those present he had purchased a number of stoneware Seahenge mugs, but there was no mention of the Museum or where you could see the Seahenge exhibition and suggested that the volume 2 of the mugs might include details of Lynn Museum. In response, the Assistant Head of Museums undertook to pass the comments to the Retail Manager.

6 **DECLARATIONS OF INTEREST**

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

Councillor P Bland declared an interest as a Trustee of True's Yard Museum.

7 **REPORT OF THE ASSISTANT HEAD OF MUSEUMS**

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

The Assistant Head of Museums presented the report on the King's Lynn Museum activities for the period March to August 2023.

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

- Covid-19 and Infection Control service update.
- Exhibitions and events at Lynn Museum.
- Forthcoming exhibitions: The Tiger who came to Tea, The Moon: Meet our Nearest Neighbour, Woof – a Celebration of Dogs.
- Family events.
- Family trails.
- Mini Museum
- #Thanks to You Tours.
- Coffee Mornings.
- Heritage Open Days.
- Newman Legacy.
- Other Museum Developments.

- Partnerships.
- Learning and Outreach.
- Kick the Dust Norfolk – Project Update. A verbal update was given following publication of the Agenda.

The visitor figures for the period March to August 2023 were noted, a copy is attached to the minutes. The Committee was advised that visitor numbers were looking good and to date Lynn Museum was currently on track to reach the levels recorded prior to Covid of between 18,000 and 20,000 visits per year.

The Chair thanked the Assistant Head of Museums for the report and invited questions and comments from the Committee, a summary of which is set out below.

Councillor de Whalley commented that it was great to hear that Seahenge was of national and international importance and added there were other historical interests that were both national and international importance and gave an example of the Custom House and asked if there was any update which was part of the Riverfront project of the Town Deal Fund . Councillor de Whalley went on to say that it was good to see involvement with the interpretation of the Guildhall but it did suggest that all of the above three things were creating interest across the country and world and it suggested that consideration should be given to using all 3 together and anything else of interest to drive up visitor numbers to King's Lynn and to the museum.

In response, the Assistant Head of Museums explained that the NMS worked closely with the Borough Council colleagues and were involved in all of the projects mentioned. Seahenge had been a significant part of the redevelopment of the Lynn Museum and had attracted and continued to attract significant interest locally, regionally, nationally and internationally and in terms of marketing activity for the Lynn Museum although there were other sites of interest, the NMS led on the Lynn Museum and had been effective in bringing visitors into the town. The Committee was informed that NMS worked with the Borough Council on marketing campaigns, including Discover King's Lynn which had been successful over the years. NMS was embedded within the project team for the Guildhall and sought to identify opportunities to see the mutual benefits between the sites and look to develop a broader offer for visitors. Members were advised that it was explained that the NMS worked with other collections and partners to share best practice and look at advantages of a wider King's Lynn offer. It was noted that NMS had also being involved with the previous development of the Custom House and the proposed next steps.

The Assistant Head of Museums added that NMS had a good working relationship with the Borough Council to promote the heritage offer in King's Lynn and also worked closely with colleagues in True's Yard and supported other partners when in shared territory and gave an

example of the way the Learning Officers within King's Lynn regularly came together to share experience, best practice and support.

Councillor de Whalley referred to potential risk from rain damage to Town Hall exhibits in the future when heavy rainfalls occurred and asked what plans/works were in place to ensure that excessively heavy rainfall was not going to be an issue for buildings that housed exhibits. In response, the Assistant Head of Museums explained that there was a Borough Council maintenance team for any works required for the Town Hall. For NMS sites NMS had a good property maintenance team which looked after the 10 museums and other NMS buildings within Norfolk. The Committee reviewed an overview of the challenges faced and business continuity arrangements in place to ensure all buildings were maintained. It was further explained that within the NMS there were mitigation measures in place to mitigate the impact on heritage buildings.

Following further questions from Councillor de Whalley on the Kick the Dust statistics set out on page 25 of the agenda and the reported high numbers of young people with mental health issues was indicative of being a general problem within the Borough's youth and should it be something the Norfolk County Council/Borough Council should be looking at and added that equally that there was 0% from care leavers and looked after children and asked if this was something that the Norfolk County Council could assist in raising the profile thereof. In response, the Assistant Head of Museums explained that the statistics in this report for participants including looked after children was from the start of the new Arts Council England-funded Kick the Dust project from end May/beginning June 2023 and advised that under the previous project that had been in operation since 2018, there had been high levels of young people engaging in work in the looked after children category. It was further explained that it was anticipated the figures would change once the new projects became more active but they were currently in the early stages of development. The Committee received an overview of the working relationships with other partners to deliver projects.

The Assistant Head of Museums highlighted the importance of the mental health and well-being work being undertaken by the Borough and County Councils and advised that the NMS team had participated in specialist training and worked in partnership with the YMCA in Norfolk and Leicestershire and other partners including Public Health and also provided an overview of the evaluation process.

Mr Davison commented that Kick the Dust (KTD) was an important project and asked what steps were in place to secure funding in the future. The Assistant Head of Museums explained that NMS recognised that when developing the draft NMS 5 year strategy, it was important to note that KTD started as a project but was now a way of working within NMS and obtaining funding was therefore critical and advised that the initial programme was funded by the Heritage Lottery

Fund (now National Lottery Heritage Fund) which concluded at the end of March 2023. The Committee was informed that funding had been secured for the next three years from Arts Council England as part of an uplift to the NMS national portfolio organisation funding programme which created a direct connection to the core work undertaken by NMS. The Assistant Head of Museums explained that NMS had also been developing a relationship with Norfolk Public Health. The next steps regarding funding would be to seek National Lottery Heritage Fund funding, with a Round 2 application in partnership with YMCA Leicestershire due to be submitted in May 2023 and outcome announced in summer 2023 which would then be a four year programme potentially commencing in autumn 2024. NMS would then be looking for other continuation funding opportunities.

Following further comments from Mr Davison, the Assistant Head of Museums explained that the KTD project was on the national radar.

County Councillor Bambridge referred to future exhibitions and maritime life and mentioned Lord Nelson who did not have a significant maritime life in King's Lynn and added that Captain Vancouver did and was honoured in King's Lynn.

Councillor Bambridge mentioned Samuel Gurney Cresswell who was born at the Bank House, King's Lynn and died at a young age locally in North Runcton and explained that there was local historian who was going to write a book about him.

County Councillor Bambridge also asked if the Hanse League was to be included in the maritime life exhibition.

In response to the above questions, the Assistant Head of Museums explained that in terms of maritime the NMS worked closely with the Stories of Lynn and Creswell did feature in the Stories of Lynn displays and the exhibition in Stories of Lynn focussed on King's Lynn maritime heritage and the story of the Hanse and explorers/traders that came out of King's Lynn and the exhibition complimented what was on display at the Lynn Museum. The Committee was informed that exhibition space in the Stories of Lynn was the best place for a Hanse display.

County Councillor Bambridge commented that she had sent an email to the Director of the Norfolk Museums Service regarding the Manby brothers from Hilgay. One was a sailor and the other invented an incredible piece of equipment.

County Councillor Bambridge added that West Norfolk Astronomy Society wished to become involved in the Moon exhibition and took photographs of the moon. Councillor Bambridge undertook to forward the contact details to the Assistant Head of Museums.

The Assistant Head of Museums responded to questions from Councillor Kybird relating to the Google Arts and Cultural process/engagement with the NMS.

Following questions from County Councillor Chenery, the Assistant Head of Museums provided an overview of the partnership and specialist training available for well-being and mental health. The Assistant Head of Museums undertook to circulate a list of providers.

The Assistant Head of Museums responded to questions from County Councillor Kemp in relation to home schooled children. County Councillor Bambridge advised that there was a Facebook page for home schooled children.

The Chair, Councillor Bubb referred to the list of recent talks held at the Lynn Museum, times held, attendance rates and maximum capacity the Assistant Head of Museums explained that the maximum capacity was around 30 but undertook to pass the comment onto the Curators to check capacity.

RESOLVED: That the report be noted.

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

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

The Learning and Engagement Officer presented the report for the period 1 March to 23 September 2023 and highlighted the following sections of the report:

- Schools.
- Kick the Dust in King's Lynn – Wednesday's Churchill Park Complex Needs School students, work experience, supporting other activities.
- Family Learning Activities – At Stories of Lynn, Activities at St George's Guildhall Events, Thursdays – Youth Working Session: Play in a Day.
- Ukraine Independence Day.
- 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.
- Change Minds evaluation.

The Chair thanked the Learning and Engagement Officer for the report and invited questions and comments from the Committee.

Councillor de Whalley proposed a vote of thanks to the Learning and Engagement Officer for her valuable work undertaken during her time at the Stories of Lynn and wished her well for the future. Councillor

Kemp seconded the vote of thanks and the Committee gave a round of applause to Rachael.

RESOLVED: That the report be noted.

9 **TRUE'S YARD REPORT**

In the absence of the Manager, True's Yard, the Chair, Councillor Bubb invited the Committee to email any questions direct to the Manager.

RESOLVED: The Committee noted the report.

10 **REPORT OF THE BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK**

In the absence of the Senior Tourism Support Officer, the Chair, Councillor Bubb invited the Committee to email any questions direct to the Senior Tourism Support Officer.

RESOLVED: That the report be noted.

11 **DATE OF NEXT MEETING**

The next meeting will be held on 8 January 2024 at 2 pm in the Council Chamber, Town Hall.

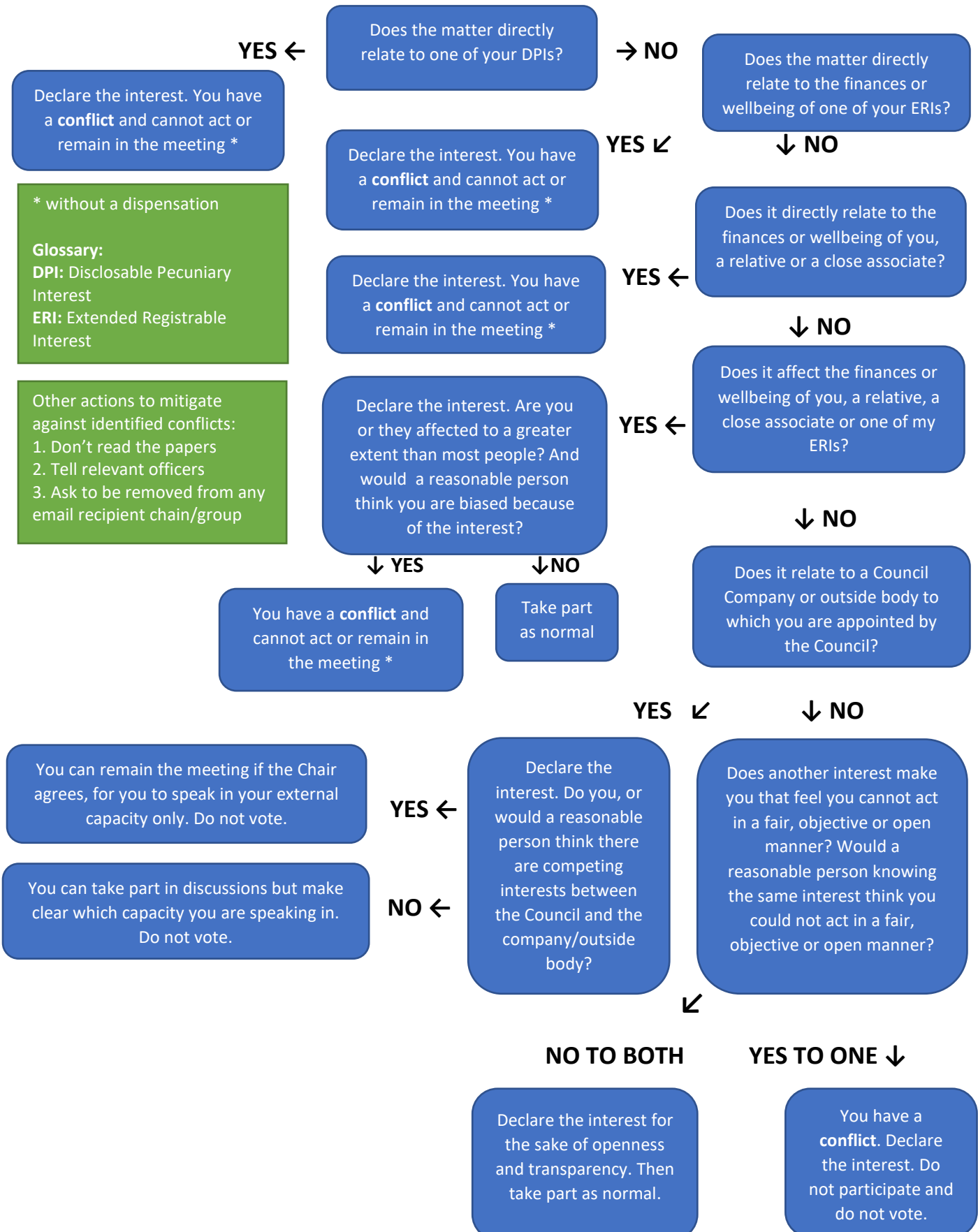
The Chair, Councillor Bubb asked if the Democratic Services Officer could contact the Manager of True's Yard Museum to see if a visit could be undertaken by the Committee prior to its next meeting.

The meeting closed at 4.01 pm

DECLARING AN INTEREST AND MANAGING ANY CONFLICTS FLOWCHART



START



Declare the interest. You have a **conflict** and cannot act or remain in the meeting *

* without a dispensation

Glossary:

DPI: Disclosable Pecuniary Interest

ERI: Extended Registrable Interest

Other actions to mitigate against identified conflicts:

1. Don't read the papers
2. Tell relevant officers
3. Ask to be removed from any email recipient chain/group

YES ←

Does the matter directly relate to one of your DPIs?

→ NO

Does the matter directly relate to the finances or wellbeing of one of your ERIs?

↓ NO

Declare the interest. You have a **conflict** and cannot act or remain in the meeting *

YES ↙

Does it directly relate to the finances or wellbeing of you, a relative or a close associate?

↓ NO

Declare the interest. You have a **conflict** and cannot act or remain in the meeting *

YES ←

Does it affect the finances or wellbeing of you, a relative, a close associate or one of my ERIs?

↓ NO

Declare the interest. Are you or they affected to a greater extent than most people? And would a reasonable person think you are biased because of the interest?

YES ←

↓ YES

↓ NO

You have a **conflict** and cannot act or remain in the meeting *

Take part as normal

Does it relate to a Council Company or outside body to which you are appointed by the Council?

YES ↙

↓ NO

You can remain the meeting if the Chair agrees, for you to speak in your external capacity only. Do not vote.

YES ←

Declare the interest. Do you, or would a reasonable person think there are competing interests between the Council and the company/outside body?

Does another interest make you that feel you cannot act in a fair, objective or open manner? Would a reasonable person knowing the same interest think you could not act in a fair, objective or open manner?

You can take part in discussions but make clear which capacity you are speaking in. Do not vote.

NO ←

↙

NO TO BOTH

YES TO ONE ↓

Declare the interest for the sake of openness and transparency. Then take part as normal.

You have a **conflict**. Declare the interest. Do not participate and do not vote.



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**

8 January 2024

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



The current 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.



Opening event on 24 November 2023



Retail display of tiger-related merchandise at Lynn Museum

Copies of Kerr's original artwork will be on display alongside 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 life 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 major 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. 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.

2.2 Hoards: Archaeological Treasures from West Norfolk

Until Saturday 11 November 2023



The Hoards exhibition continued to prove popular in its last months at the museum. The artefacts are now safely packed away and the loans from Norwich Castle Museum & Art Gallery returned.

The display explored the stories of ancient hoards in West Norfolk, their significance and burial. The exhibition featured 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 Fund, the National Lottery Heritage Fund and the Headley Trust.



Hoard of early Anglo-Saxon coins from Fincham



General view of the Hoards exhibition at Lynn Museum

The museum team used 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 spoke about the Dersingham English Civil War hoard and NCC Finds Liaison Officer Helen Geake spoke about the Sutton Hoo finds in the light of new discoveries of Anglo-Saxon goldwork. In October, Prof Michael Lewis FSA MCIfA Head of Portable Antiquities & Treasure at the British Museum gave a talk on *Treasuring the Past: recording archaeological finds made by the public*.

The Museum team is working with our NCC colleague Adrian Marsden on a publication about hoards in west Norfolk. This will serve as a legacy for 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. The *Ancient Romans Discovery Day* (family event day) in October Half Term was on a Romans theme to tie in with the Roman material featured in the Hoards exhibition. This event saw 339 visitors attending including 143 children.

2.6 Family Trails

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

Trails offered at the Lynn Museum during the autumn of 2023 included:
10 September - *Let's Create!* Drawing Trail (84 visitors)
16 October to 5 November - *Kids in Museums Monster Tour* (254 visitors)
24 October to 28 October - *Roman Gods* (240 visitors)

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.

21 September - Dinosaurs

19 October - Autumn

9 November - Nursery Rhymes

2.8 Heritage Open Day

The Museum once more opened for free admission on the town's Heritage Open Day and received 552 visitors.

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 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.

29 September Ask a Curator (15 participants)

27 October Roman Mosaic Tiles (8 participants)



Poster for October's coffee morning at the museum

2.10 Talks Programme

Recent talks at the museum with attendance are listed here:

29 September *The Norfolk Regiment in the First World War* (29 participants)

27 October *Treasuring the Past: Recording Archaeological Finds Made by the Public* (21 participants)

3 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 Newman's generosity.

Dayna Woolbright has been appointed as Newman Curator, and we have recruited to a Newman Assistant Curator position. Jan Summerfield will be joining the team in February.

4 Other Museum developments

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

[\(20\) Lynn Museum \(@Lynn_Museum\) / X \(twitter.com\)](#)
[\(20+\) Facebook](#)
[King's Lynn Museum on Instagram • Photos and videos](#)



Social media post by Professor Michael Lewis who plans to collaborate with the museum team on a new book about pilgrim badges

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.

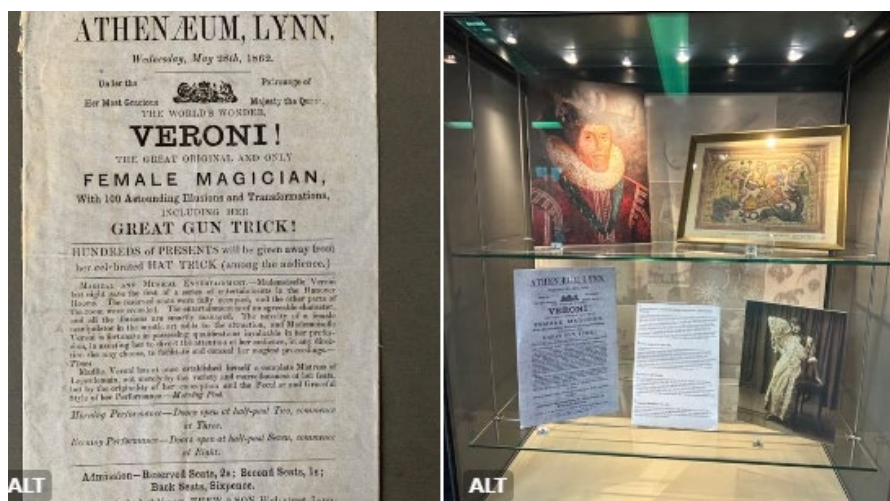
4.4 As well as digital delivery, the museum has maintained strong links with local media outlets including the *Lynn News*. Staff continue to contribute to a fortnightly *Picture This* column, with a focus on local drawings, engravings and paintings.

4.5 A variety of films linked to Lynn Museum are available on the Lynn Museum You Tube Channel, see: [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](#)

4.7 Teaching Museums Trainees

Recruitment will be starting shortly for the one year-long NMS Teaching Museum Traineeships, delivered as part of the NMS Arts Council England National Portfolio Organisations Business Plan 2023-26. As part of this programme there will be a Curatorial West Trainee position working across both Thetford and Lynn Museums. In addition, there will be a Newman Trainee to work on a collections project at the museum. Both trainees will start in early April 2024.



Reception case display at Lynn Museum created by this year's NMS trainees

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. The events have included a popular Dragon Festival and a Christmas event will be held in December. Other work includes curating

an exhibition of watercolours for the Fermoy Gallery by CT Page. Christopher Page was Curator of Lynn Museum and Art Gallery from 1902 to 1931 and passed away in 1952.

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 ACE-funded NMS *Kick the Dust: Norfolk* project. Recruitment to this post is currently underway, following the departure of previous postholder Rachael Williams. The postholder works closely with colleagues from the Borough Council and the Norfolk Record Office.

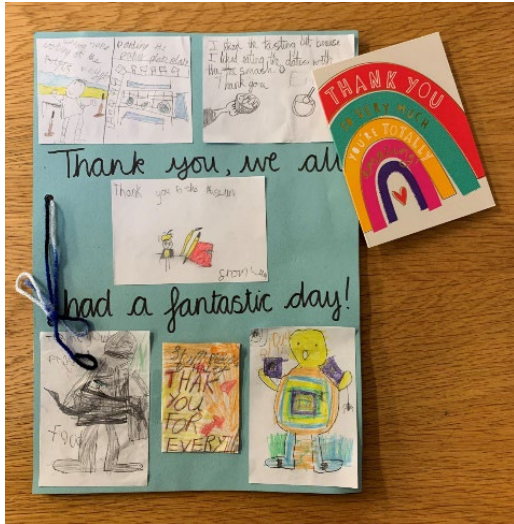
5.5 NMS Newman Curator, Dayna Woolbright leads on supporting the Borough Council and Festival Office on collections management advice and support. Recent contributions have included advice on the safe use of the civic regalia, and delivery of temporary displays at Stories. An example is the current exhibition *Retro Games*, using content and collections from the NMS site Time and Tide Museum in Great Yarmouth. 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. NMS staff also assisted an enquirer with access to civic collections. The enquirer's ancestor had given the town some of the regalia.

6 Learning & Outreach

6.1 School visits

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.

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.



Thankyou drawings and letters from pupils from Green Park School following a visit to Lynn Museum



Social media post from All Saints Academy showing appreciation for a visit for a learning session about Egyptians at Lynn Museum

This following 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](#)

7. Kick the Dust Norfolk – countywide project update

Background

The first Kick the Dust project delivered by Norfolk Museums Service (NMS) was funded by the National Lottery Heritage Fund and ran from October 2018 to March 2023.

The target audience for Kick the Dust activity is young people aged 11-25, with a particular focus on young people aged 16-25 who do not normally engage with the heritage or consider it relevant to their lives. Priority participants are young people facing multiple challenges and barriers, including YMCA clients and other young people engaging with NCC and partner organisations specialist support services. Key project partners include YMCA Norfolk, Creative Collisions (Great Yarmouth) and NCC Children's Services, Libraries and Public Health.

Kick the Dust provides a progression pathway for young people, enabling them to use heritage to develop their confidence, skills and routes into employment using the *Player, Shaper, Leader* model.

For this original project, total participation numbers from October 2018 to March 2023 were **13,905 interventions**, involving **4,527 individual young people** taking part in **7,039 hours of quality activity**, taking us beyond the initial project target of 8000 interventions. As the project developed, more young people took the lead in projects, shifting the percentage of activity at each of the 4 levels.

- 25% of all activity was at Player level
- 40% at Shaper level
- 35% at Leader level
- 86% of all activity in March 2023 involved young people in leading and designing projects, taking on the role of Young Ambassador and playing a leading part in the Youth Board.

Breakdown of activity taking place in each area from October 2018 to March 2023:

- 47% (1,449 opportunities) in the West (covering Kings Lynn, Thetford and Gressenhall),
- 27% (825 opportunities) in the East (covering Great Yarmouth, Cromer and Sheringham)
- 26% (771 opportunities) in Norwich
- 331 volunteering opportunities have been provided to 180 individual young people.

In total 420 staff took part in training, with 151 having taken up opportunities in lockdown. In addition, 45 young volunteers took part in training. Kick the Dust has supported 7 young people on its bursary traineeship programme, the last cohort finishing in May 2022, all of whom have secured permanent employment within the heritage sector. A further 6 young people completed the pre-traineeship programme. One Kick the Dust participant progressed onto the NMS Teaching Museum traineeship programme with 3 others applying for the role and being shortlisted. Two Young Ambassadors have progressed onto teacher training programmes. Our 7 Young Ambassadors have supported Institutional Change within NMS on the strategic Youth Board and Project Board. Staff from our Front of House (FOH) and Visitor Services teams have engaged in training such as mentoring and coaching, mental health first aid and creating autism friendly spaces which played a key role in

supporting the new pre-traineeship pilot programme for YMCA clients and other vulnerable groups.

Current activity

Following the successful conclusion of the National Lottery Heritage Fund funded Kick the Dust project, NMS has secured additional funding through an Arts Council England National Portfolio Funding (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.

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 this 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 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 this new project covering the period 1/5/23 to 18/12/23.

Number of interventions with young people:

Between 1/5/23 and 18/12/23 there have been **1,098 interventions** involving **446 individual young people** taking part in **747 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:

- 20% of activity was at Player level (to introduce new young people to the project)
- 58% at Shaper level (longer term project with young people determining the content)
- 22% at Leader level (long term engagement – young people leading projects, acting at governance level, mentoring staff)
- 74% of all activity involved young people in leading and designing projects

Breakdown of activity taking place in each area:

- 45% (87 opportunities) in the West (covering Kings Lynn, Gressenhall),
- 18% (36 opportunities) in Thetford
- 19% (37 opportunities) in the East (covering Great Yarmouth, Cromer)
- 16% (31 opportunities) in Norwich
- A further 3 opportunities were offered to young people at alternative venues outside of Norfolk
- 36 volunteering opportunities have been provided, with 3 young people taking on the role of Digital Buddy and 7 as Young Ambassador.
- Of all delivery, 84% involves young people being part of a long-term group, providing them with a deeper understanding of heritage and allowing them to explore their identity, develop their skills and confidence and embed themselves more in their local communities, a key aim of ACE.

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.

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 project progresses and needs are identified. Social media training working with a specialist from Libraries has been embedded into team meetings which include three of our Young Ambassadors who are acting as Digital Buddies. Further opportunities are being planned for the Spring term to include SEND and Mental Health First Aid training. The team accessed the 'Childhood Adversity and Creating a Trauma Informed Environment' on 31 October (as part of the new *Your Heritage Your Future* National Lottery Heritage Fund funded project) which will inform future delivery and they will also join the '*I'm a teenager get me in there*' training in January 2024 at Ely Museum.

Our offer to support 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 as

well as the new narrative evaluation which is being rolled out from September 2023 to September 2024.

At the end of the NLHF funded project in March 2023, 26% of young people identified as having a mental health issue. Up to 18/12/23 data shows that 47% of the individual young people who have taken part in the new programme of activity identify as having a mental health issue (although this is from a smaller number taking part) 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 mental health on those talking part and the young people will be able to monitor their progress through the programme in relation to skills, confidence and mental health. Narrative evaluation will further demonstrate impact.

NMS and NCC continue to work together through the 'Making Creative Futures' group, chaired by the Kick the Dust Project Coordinator, where members from across 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 has representation from the NCC Public Health team. This group acts as the vehicle to share best practice, ideas and resources and its membership continues to grow.

Target audiences: (some young people fall into more than one category) as of 18/12/23

- FE/HE – 44%
- YMCA clients – 8%
- Secondary schools – 39%
- Young people with mental health issues – 47%
- SEND – 3%
- Outside of mainstream education – 25%
- NEET – 31%
- Looked after children and adopted living those at home - 0%
- Care Leavers – 1%
- Young Carers – 6%
- New arrivals and refugees – 6%
- Pregnant young mums and teenage parents – 1%

In terms of how young people are finding out about Kick the Dust, it is clear that the Kick the Dust website is being used effectively with 50% of young people finding out about the project through the updated web pages ([Kick the Dust - Norfolk Museums](#)); 17% coming via one of our partner organisations and 17% having already taken part in a Kick the Dust project in the past.

Impacts on mental health and well being

The new young people’s feedback form includes the 78 positively worded items from the Warwick-Edinburgh Mental Well-being scale for assessing a populations’ mental well-being. The Young Ambassadors worked alongside the 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.

From the Young People feedback forms, following their involvement in Kick the Dust, 50% strongly agreed that this had had a positive impact on their mental health and wellbeing with a further 50% agreeing.

Of the 22 responses to 18/12/23, 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	7%	43%	28%	21%	0%
I've been feeling useful	14%	57%	21%	7%	0%
I've been feeling relaxed	14%	57%	14%	14%	0%
I've been dealing with problems well	7%	36%	50%	7%	0%
I've been thinking clearly	14%	28%	50%	7%	0%
I've been feeling close to other people	7%	36%	36%	21%	0%
I've been able to make up my own mind about things	28%	21%	43%	7%	0%

The following data chart highlights how 8 young people were feeling following their engagement in Kick the Dust between June and October 2023 (no further forms have been completed between Oct and Dec):

QUESTION- post engagement	All of the time	Some of the time	Often	Rarely	Most of the time
I've been optimistic about the future	13%	50%	38%	0%	0%
I've been feeling useful	25%	38%	38%	0%	0%
I've been feeling relaxed	25%	50%	13%	0%	13%
I've been dealing with problems well	25%	25%	38%	13%	0%
I've been thinking clearly	25%	38%	38%	0%	0%
I've been feeling close to other people	13%	13%	63%	13%	0%
I've been able to make up my own mind about things	25%	13%	63%	0%	0%

From the additional questions asked of the young people taking part, it is clear that the programme is meeting their needs and helping them see themselves in a museum or heritage setting.

- 100% of all young people strongly agreed that the museum was a safe space for young people like themselves who were struggling;
- 100% strongly agreed they were given a voice that was listened to;
- 63% strongly agreed that they understood heritage better than they had done before taking part with a further 25% agreeing;
- 63% strongly agreed that following their engagement heritage was more relevant with a further 25% agreeing. The same numbers stated that they felt heritage represented young people like themselves;
- 85% stated they now had a greater understanding of museums and the job roles available with 50% strongly agreeing that they could see themselves working in the sector;
- 63% strongly agreed that the skills they had acquired would be useful to them in the future with a further 38% agreeing;
- 43% strongly agreed they felt more connected to their local community than previously with a further 57% agreeing;
- 72% agreed that their involvement had helped them to explore and feel more connected to their own identity and heritage.

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 NMS Visitor Services team for Norwich Castle. Another participant is now a core member of staff on the NMS Visitor Services team at Gressenhall. Another young person has progressed from being a Young Ambassador to gaining a L4 Apprenticeship with Channel 4 in London and two others have secured places on the MA in Museum Studies in Norwich. One former Kick the Dust participant has secured an internship with the United Nations.

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)

'Can I thank you again for the guide to the museum which details all the sensory issues and what to expect etc. We used the booklet before her last school trip in January. I wish more places had something like that.' (Parent of an autistic child using the booklet prepared by Teenage History Club)

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 are now working on the Development Phase of this application, ahead of a Round 2 bid submission in May 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:

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KING'S LYNN & WEST NORFOLK AREA MUSEUMS COMMITTEE

December 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.

Our exhibition room has had a fresh coat of painting and we will soon be underway with the 2024 programme. There are six exhibitions planned for 2024. The Timber Trade in King's Lynn, *Whodunit? Solve a Victorian Mystery*, *Dig for Victory – 70th Anniversary of the end of Rationing, "Don't Panic!"* The Home Guard and The Naval Reserve and our Summer Art Exhibition.

1.2 Summer Art Exhibition

Our annual art exhibition theme for 2024 is *Nostalgia...King's Lynn Through Time*. The Museum will be working with fisherman, turned artist, Alan Castleton inspired by photographs from the town's past. There will also be multisensory elements to bring the exhibition to life. A corner of the exhibition will also be dedicated to celebrating the works of Walter Dexter.

1.3 True's Talks

Our True's Talks Spring series will begin on 1st February 2024. Subjects include Georgian Lynn, Medieval Paintings, Travel in the Middle Ages, Victorian Self Help, and more. Plus, a bonus talk on the 4th April 2024 on the Population of True's Yard

Other Museum Developments

2.1 Events

18th January 2024 Tastes of the Past Wartime Rationing Dining Experience

7th February 2024 Older Person's Open Day

3. Friends of True's Yard

3.1 The Friends of True's Yard have 8 fundraisers planned this year including their normal lunches plus quizzes and bingo.

4. Partnerships

4.1 College of West Anglia- Tastes of the Past

Following consultation with Mike Sanderson (CWA Hospitality Careers Advisor and industry expert), The Museum have developed a budding working relationship with NOVUS restaurant (CWA). The collaboration with NOVUS is an excellent opportunity to

foster work experience relations with CWA and to raise the profile of True's Yard to a wider audience.

The first event in the programme will be 'Wartime Rationing: A Historical Dining Experience', held at NOVUS restaurant on Thursday 18th January 2024. The night there will be live explanations of a historic taster menu, and will feature a cooking demonstration from CWA chef, Adam Burns.

The success of this event will determine future event bookings with NOVUS, including a 'Georgian Puddings' event for later in 2024.



4.2 YMCA Leicester and Norfolk Museum Service, Your Heritage, Your Future

The Museum is taking part in 'Your Heritage Your Future'. A project designed to support young people who have not been afforded the opportunity to engage in the Heritage Sector due to childhood adversities. The project will create the chance for them to participate, lead, work and ultimately bring diversity and inclusion to the heritage sector workforce.

As part of the project the Museum have taken on a young person, Shannon Starr, on a 6 month paid work placement (funded by the project).

4.3 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, St George's Guildhall Complex, 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.

5. Learning and Outreach



Permission from parents granted for use in this report

5.1. Half term Craft Activities

Following the success of our Vikings and Victorians Day the Museum will be offering a variety of themed craft and play sessions throughout the year. We will be trialling different combinations of eras.

5.2. Toasty True's Yard

We were successful in our application for the Norfolk Community Foundation Hot Spot Fund to expand our Warm Space project from last year. We will continue to be a warm space but on top of that offer free breakfasts Wednesday-Friday.

5.4. NHS Wellbeing Dungeons and Dragons

A mental health project where the Museum hosts and runs Dungeons and Dragons sessions. It has encouraged users from a diverse variety of backgrounds to enjoy the Museum complex and the feedback we have received from attendees is that it has made a difference to improving their wellbeing.

5.5 Oral History Project- Capturing Memories

Since September 2023, a new Oral History Committee has formed with the aim of reinvigorating a previous oral history project. The new project 'Capturing Memories' will focus on broader histories than just the North End Fisherfolk but look toward King's Lynn and the surrounding areas from World War 2 onwards.

The decision to move towards broader histories of Lynn was informed by a general shift towards recording memories of living history, as demonstrated by organisations such as the Time and Tide Museum in Great Yarmouth with their recent 'Christmas from the 1950s/1980s' project.

5.5 Social Media

Currently the Museum's Facebook page has 2.1k followers and Twitter/X has 1,420 followers. We have recently focussed on increasing our usage of Instagram and our followers are steadily increasing 401 Followers (last report 293).

6 Visitor Numbers

The figures for April 2023 to December 2023 were 8,385.

7 Resource Implications

Finance- Savings and income generation is a big part of the 2024/25 budget.

Property- None.

Staff- Tabitha Kaye is stepping down as Deputy Manager and we are recruiting her replacement.

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: 20th December 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 October 2023 to 20th December 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, and has had one small further batch of copies printed since that time. Though 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, it seems that the demand for such a printed accommodation brochure is at an all-time low. However, the booklet remains in a rolling (yet modest) print run to meet this diminishing demand (with entry updates made during early Spring each calendar year). It is still free for west Norfolk accommodation businesses to appear in the booklet during this time, and the amount of accommodation entries continues to slowly grow over time due to the entries being free-of-charge.

2.2 Discover King's Lynn

There is slightly less than a quarter of the 2023 edition stock of this popular leaflet left in storage for circulation ahead of the next edition in Spring 2024. The print run for next year remains at 160,000 copies due to its popularity.

2.3 Hunstanton Mini Guide and Downham Market Mini Guide

A small amount of both titles remain in stock to cover the out-of-season period until work begins on updates for 2024 editions of both titles in April 2024. As highlighted in each of our reports our department waits for almost total stock clearance of all of our leaflets across the area as we aim to have zero waste of stock with our printed titles – as a consequence, some local area tourism venues may have run out of our leaflets for a while before we decide to go to reprint.

2.4 Other publications

Festival of Margery Kempe - The Tourism Department gave financial and practical support to the printing of the new *Festival of Margery Kempe* leaflet in October 2023, ahead of the November festival held within King's Lynn town centre, led by the True's Yard Fisherfolk Museum.

Downham Market Gingerbread Town Trail – from February to December 2023 ongoing discussions and joint working between Discover Downham, Downham Market Town Council and the Tourism department for a town-based trail with high casual visitor appeal have resulted in the first proof being completed of this A5-sized town trail booklet. With a final proofread planned in early 2024 by the Discover Downham Heritage Museum stakeholders for final tweaks, arrangements will be made for a suitable launch event of this new trail booklet in Downham Market around March 2024.

3 Digital marketing

3.1 www.visitwestnorfolk.com

'Visit West Norfolk...Naturally'

The department's initial 10-month-long paid digital marketing green tourism campaign continues to the end of the calendar year, to attract new environmentally-conscious visitors to our website and to help cultivate responsible tourism within the west Norfolk area in general. Following on from *Visit West Norfolk...Naturally* 'brand awareness' digital radio spots being commissioned for airing on radio stations in London and in the North-East of the UK across the 2023 springtime period, the tourism department paid for a similar radio spot with some enhanced sounds of the natural environment – which aired throughout October 2023 (this time targeting affluent areas of London only).

As highlighted in the previous report, this campaign's '*...Naturally*' brand mirrors the region-wide shared-branding with the rest of the East Anglia tourism marketing network led by Visit East of England.

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, with plans to add brand new trails to the digital platform in 2024. The Android version of both of the apps related to this platform have hit a technical (coding) issue, currently preventing that version of them from being downloaded from the Google Play Store. The external administrator of our apps is currently working on a solution to this issue.

3.2 Website traffic

Website figures for the whole calendar year of 2023 will, as usual, be included in the first report of 2024 (March 2024) with comparisons made to the previous years from 2019 onwards to show any level of progress in website visits. We remain confident that our level of website visits for 2023 has at least increased in line with our annual KPI target this year (10% growth in site visits in comparison to the preceding year).

3.3 Events

Amongst many local area events, some notable highlights which happened around west Norfolk in recent months include a range of events happening throughout the Halloween season. In an attempt to support out-of-season tourism in a stronger way this year, a great deal of seasonal multimedia content for the Tourism department's Halloween 2023 campaign was created, featuring a wealth of family-friendly content as well as a totally separate series of more adult-themed seasonal content under the umbrella of "Fear and Haunting in West Norfolk".

Fear and Haunting in West Norfolk - Visit West Norfolk's new organic promotional campaign ran throughout October and included our own shot video content, imagery and/or text of the following events:

- Lady Chillers & Open Mike Event - at Discover Downham.
- The Wonder Room Exhibition - at the King's Lynn Custom House.
- Casting the Runes - at Westacre Theatre.
- Lady Chillers: The Female Gothic (More Deadly Than the Male) - at Discover Downham.
- The Bench – A Tale From Paradise Heights - at the Princess Theatre Hunstanton.

- The Ghosts of King's Lynn & West Norfolk – 2nd Edition book release (online promotion).
- Fear in the Fens Festival 2023 - at the King's Lynn Corn Exchange.
- Do You Believe in Ghosts? A Haunting Night of Theatre - at the Princess Theatre Hunstanton.
- Ghost Stories by Candlelight - at St. George's Guildhall, King's Lynn.
- The Serial Killer Next Door - at the King's Lynn Corn Exchange.

Festival of Margery Kempe – an event run by True's Yard Fisherfolk Museum.

To celebrate the 650th birthday of a famous medieval mystic from King's Lynn, True's Yard Fisherfolk Museum and Stories of Lynn worked with St George's Guildhall to tell the life stories of Margery Kempe, one of the few female preachers of the 15th Century, in this festival which was held in the town across November 2023.

A wealth of Christmas activities, pantomimes, festive events and 'switch-ons' were held in the area across the November-December of 2023 and dominated much of our recent promotional activities, social media posts and e-shot contents.

3.4 Business e-shots

Local tourism businesses and organisations on the tourism department's business database continue to receive our fortnightly e-shots, and the department continues to expand its 'Tourism Industry' section of the Visit West Norfolk website for local tourism businesses.

The latest commissioned 'Economic Impact of Tourism for West Norfolk' report (for calendar year 2022) was released in November 2023 and is now included as a download from this 'Tourism Industry' section of the website: www.visitwestnorfolk.com/tourism-industry

The tourism department continues to proactively engage with both established venues and new west Norfolk tourism businesses to add to our tourism database for future communications.

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 being a mix of themed content and promotions of a small set of events or attractions, accommodation and activities:

[October 2023] Autumn Days in West Norfolk 2023

[October 2023] Halloween Events in West Norfolk 2023

[November 2023] Firework Weekend | Fawkes in The Walks 2023

[November 2023] Christmas Events in West Norfolk 2023

[December 2023] Mark your calendars! 2024 Holiday Inspiration in West Norfolk

4 **Planned activity**

4.1 Snapsea UGC

The Tourism department's brand new 1-year subscription to the Snapsea platform began at the start of December 2023, with hopes that this User Generated Content platform will increase engagement across the department's social media channels and provide a host of great authentic user content from their visits to west Norfolk. A more in-depth report regarding this social media user engagement software will be provided in the future.

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

4.2.1 The Hunstanton Observatory - www.hunstantonobservatory.co.uk

After the Tourism department's successful funding application for the creation of an observatory for local tourism business use and the installation of the venue earlier this year, the department is in ongoing communication with some leading local accommodation providers and event organisers to create a series of first-quarter 2024 events to continue to showcase the venue to local tourism businesses and the general public. A sensible diversity of all-year-round pre-booked observatory events for experiential tourism is encouraged.

4.2.2 Norfolk Coast: Myths & Legends

Design and production of this large-scale cross-Norfolk coastal trail book continues - the department's aim to soft launch this trail to coincide with the opening of the Norfolk Coast Path section from King's Lynn to Snettisham (a section soon to be completed by the NCC Norfolk Trails team).

4.2.3 King's Lynn Walsingham Way

As an active partner of this project (headed by The King's Lynn Minster Parish Trust charity) to establish a new trail and waymarker posts from the town to Little Walsingham, the Tourism department has now created a GPX map file of the whole route with added digital waymarkers of major religious locations along the extensive 29-mile route. This digital route file, in draft form, will be uploaded to the Explore West Norfolk website and the accompanying app in January 2024, so that the general public can see and follow the route for the first time, ahead of any funded physical waymarking phase of the project. Parish council stakeholders have been invited to a face-to-face project update meeting by the KLWW project leads, to be held in January 2024.

4.2.4 West Lynn Ferry Pavillion - Interpretation Boards and Waiting Room Refurb

The Tourism department are currently undergoing tender processes for new interpretation boards and a modest refurbishment of the public waiting room inside the West Lynn Pavillion, which will include a collaboration with Norfolk Museums Service team members to provide some historical content for the boards and waiting room interior historical information. All work should be completed on-site by April 2024.

4.2.5 Downham Market Town Centre Public Realm Enhancements

The Tourism department and Downham Market Town Council are currently undergoing tender processes for the refurbishment of three major visitor-facing town centre street assets. All work should be completed in town by April 2024.

4.2.6 Hanse League

In December 2023 a member of the Tourism department became the Vice Chair of one of the Modern Hanse League's official Europe-wide working groups – 'the Sustainable Hanse Working Group'. This group meets periodically online and at each International Hanse Day event in Europe to discuss and raise issues across the Hanse network in support of the United Nation's 17 Sustainable Development Goals (SDGs). <https://shorturl.at/pCIV8>

4.2.7 West Norfolk Tourism Business Summit 2024

The Tourism department is currently putting together an agenda of speakers and content on behalf of the West Norfolk Tourism Forum, for a major business support and networking event to be held in March 2024.

4.2.8. British Tourism & Travel Show (Birmingham NEC) 2024

The Tourism department is actively supporting and joining the King's Lynn Town Guides for their trade stand appearance at the national group and coach tour travel trade event held from 20th -21st March 2024. The aim is to bring more coach and group tour operator trips to King's Lynn and the surrounding area.

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 its 'DMO Coalition' of members from across the region. 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 (October – December 2023):

- British Destinations.
- Discover Downham Heritage Centre Tourism [bi-monthly meetings].
- Downham Market Town Council Tourism [periodic meetings].
- Employer Engagement Network [Norfolk-wide, includes regular *Skills Network* e-shots].
- Film Friendly Norfolk 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 Marine Partnership Group [Norfolk coast focussed].
- Norfolk Tourism Recovery Best Practice Group.
- Visit Britain [via periodic DMO calls].
- Visit Norfolk [Visit West Norfolk/BCKLWN are executive committee members].
- 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.

Author of report

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