

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



King's Lynn and West Norfolk Area Museums Committee

Agenda

**Monday, 17th June, 2024
at 2.00 pm**

in the

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

Available for the public to view on
<https://www.youtube.com/user/WestNorfolkBC>



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

7 June 2024

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, 17th June, 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 6 - 11)

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 12)

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 13 - 28)
6. **True's Yard Report** (Pages 29 - 33)
7. **Report of the Borough Council of King's Lynn and West Norfolk** (Pages 34 - 40)
8. **Any other business**
To consider any other business.
9. **Date of Next Meeting**
To note the date of the next meeting is 16 September 2024 at 2.00pm 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 (3 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

Ms L Bavin, True's Yard Heritage Museum Manager

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

Ms L Tisdall, 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, 18th March, 2024 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 (Chair), M de Whalley and A Kemp (Vice Chair)

County Councillors

Councillors L Bambridge and M Chenery of Horsburgh

Ex-Officio Non-Voting Members

Councillor J Ward, Norfolk Joint Museums Committee
Councillor R Kybird, Norfolk Joint Museums Committee

Co-opted Non-Voting Members

Lindsey Bavin, True's Yard Museum

Officers

Oliver Bone, Lynn Museum
Robin Hanley, Norfolk Museum Service

1 **APOLOGIES FOR ABSENCE**

An apology for absence was received from Mr B Davison.

2 **MINUTES**

The minutes of the meeting held on 8 January 2024 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 YouTube](#)

The Assistant Head of Museums introduced the report on the King's Lynn Museum activities in the period from December 2023 to February 2024.

The Assistant Head of Museums drew the Committee's attention to section 1 of the report on Covid-19 and Infection Control service update and explained that it had been proposed with other Area Museum Committee's that they would no longer report on this specifically going forward as they were coming out of the winter period but assured the Committee that they would continue to monitor the situation closely across the service in terms of both risks around Covid and other infections.

The Curator of the Lynn Museum drew the Committee's attention to the following areas of the report:

- Exhibitions and events at Lynn Museum
 - The Tiger Who Came to Tea Exhibition
 - Current Exhibition: The Moon: Meet our Nearest Neighbour
 - Family events
 - Family Trails
 - Mini Museum
 - Coffee Mornings
 - Talks Programme

The Curator of the Lynn Museum invited the Committee to ask any questions in relation to section 2 of the report.

Councillor A Kemp referred to the family trails and asked whether postcodes were recorded to find out how many people were coming from particular wards. In response, the Curator explained they did not currently take postcode information from people but advised when people book they would get a sense of where people were coming from.

Following on from the question raised by Councillor A Kemp, the Chair, Councillor A Bubb commented that people may be interested in signing up to receive emails around upcoming events and asked whether there was something already in existence. In response, the Assistant Head of Museums confirmed they had a newsletter which visitors could sign up for and highlighted that they encourage visitors to join their Museum Pass Membership Scheme which enables them to keep up to date with all sorts of things happening across the service.

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

- Newman Legacy project
- Other Museum developments
 - Publicity and promotion
 - Building Work at Lynn Museum

The Chair invited questions and comments in relation to those areas of the report.

Councillor M de Whalley referred to the building work at the Lynn Museum and asked whether it would enable a refresh of the Seahenge Exhibition. He advised there was some additional work commissioned by the British Museum for the display of the loan of Seahenge and asked whether any of that work could be incorporated into the Exhibition. He added the Borough Council was hoping in the winter to install 7 Oak trees as part of an Acorns Project and wondered whether the Museum Service were interested in creating a link to this at Seahenge. In response, the Curator explained they did not have current plans to refresh the Seahenge displays as part of the building works closure period but confirmed they did have plans to refresh and enhance the Seahenge Gallery. He added that he liked the idea of the link with the planted Oak trees. Councillor M de Whalley advised he would be in contact with regards to that.

The Chair, Councillor A Bubb made reference to the fortnightly picture in the Lynn News and asked whether it would be possible to talk to the Lynn News and promote Museum developments in the Your Local Paper and the Eastern Daily Press (EDP). In response, the Curator explained Chris Bishop from the EDP included a piece on the Moon Exhibition and added that he liked the idea of publicising in the Your Local Paper and confirmed he would speak to colleagues.

County Councillor L Bambridge commented that it could be worth contacting the Manager Director for the latest figures on how many people purchase the Lynn News whether it be a paper issue or online. The Assistant Head of Museums added that the team based in King's Lynn had really good connections into local media outlets and other networks to help promote what they do and explained they also have a really experienced Communications Officer who supports Oliver Bone, the Curator of the Lynn Museum and are always looking at ways of promoting their work. The Museum Curator at True's Yard added and explained they were currently providing the Your Local Paper with photographs.

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

- Borough Council partnership working
- Learning & Outreach

- Kick the Dust Norfolk – project update. A verbal update was given following publication of the agenda.

The Assistant Head of Museums highlighted to Members within that section of the report that they had completed the recruitment of the Stories of Lynn Learning & Engagement Officer post and were pleased to report to the Committee that Elizabeth Joice would be joining Norfolk Museum Service and Borough Council colleagues based at the Stories of Lynn at the beginning of May.

Councillor A Kemp asked whether under the Service Level Agreement (SLA), if there were any plans for refreshing the Stories of Lynn collections and listed examples such as costumed actors or holograms. In response, the Assistant Head of Museums explained that their colleague Dayna Woolbright curates the collections at the Stories of Lynn. He added the Stories of Lynn Exhibition was originally funded through the Heritage Lottery Fund and explained the funding for any improvements, Borough Council colleagues would need to lead but he advised they would be happy to have conversations with Borough Council colleagues to explore on opportunities to think about fundraising and priorities in terms of refreshing the Exhibition.

In response to a question raised by County Councillor J Ward in relation to section 3 of the report on the Newman Legacy project, the Curator of the Lynn Museum explained the Newman Assistant Curator and the Newman Teaching Museum Trainee would be focusing their work on auditing and documenting collections.

In response to a comment made by the Chair, Councillor A Bubb, the Assistant Head of Museums explained that their Learning Teams looked into what schools need to study through the National curriculum and would then see any opportunities to make it relevant in terms of their collections and advised this was why the Great Fire of London was listed.

The visitor figures for the period December 2023 to the end of January 2024 were circulated to the Committee at the meeting and noted. A copy of the visitor figures is attached to the minutes.

Councillor M de Whalley congratulated Officers on a fantastic recovery and asked how these figures compared with pre Covid figures. In response, the Assistant Head of Museums explained the Exhibitions were a key part of achieving the figures and added the Lynn Museum had gone beyond the figures which they had pre Covid.

RESOLVED: That the report be noted.

The Committee identified an item in relation to the possibility of a refresh of the Stories of Lynn for consideration at their next meeting and asked the Democratic Services Officer to contact Councillor Simon

Ring, Cabinet Member for Tourism, Events and Marketing and invite them to their next meeting.

6 **TRUE'S YARD REPORT**

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

The Committee received the report of the Museum Curator at True's Yard.

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

- Temporary exhibitions and events at True's Yard Fisherfolk Museum
 - True's Talks
- Learning and Outreach
 - Half term activities
 - Festival of Archaeology
 - Oral History Project – Capturing Memories

The Museum Curator at True's Yard invited questions and comments from the Committee in relation to the report.

The Chair, Councillor A Bubb referred to the Festival of Archaeology and asked whether there were plans to do dredging in the moat around Loke Road in North Lynn. In response, the Museum Curator at True's Yard was unsure but would raise this question.

Councillor M de Whalley raised a question in relation to the push for the stories of North End and asked whether there was anything the Borough Council could do to publicise this work. In response, the Museum Curator explained print media would be more likely to be seen and suggested working with libraries and putting up posters.

RESOLVED: That the report be noted.

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

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

The Chair, Councillor A Bubb read out the Tourism Department Update for January to February 2024. The Committee noted the update.

RESOLVED: That the update be noted.

8 **SCHEDULE OF MEETINGS 2024/2025**

The Schedule of Meetings for 2024/2025 were agreed and noted.

Councillor R Kybird asked the Assistant Head of Museums for an update on the Norwich Castle Project and future of SHARE Museums East.

The Assistant Head of Museums provided an update on Norwich Castle and explained they had the first section handed back 18 months ago which was the new toilet facilities including accessible toilets and changing place. He added the next section to be handed back was the new entrance including the shop, the new café restaurant and the new school space and expected that to be handed back to them during April. The Assistant Head of Museums advised they were hoping to open the front doors of Norwich Castle again in May.

The Assistant Head of Museums provided an update on SHARE Museums East and reminded the Committee that Norfolk Museums Service (NMS) had been in receipt of additional funding from Arts Council England for many years to provide museum development support to museums across the East of England. He explained last year, Arts Council England announced that they wanted to review the structure of museum development within England as a result of which they wanted to see areas being combined so that they could deliver efficiencies. He added NMS partnered with Brighton & Hove Museums and worked together to submit a joint bid which was successful and advised from the 1st April they would be jointly providing Museum Development South East with NMS continuing to be the lead.

9 **DATE OF NEXT MEETING**

The next meeting of the King's Lynn and West Norfolk Area Museums Committee would be held on 17th June 2024 at 2.00pm in the Council Chamber, Town Hall, King's Lynn.

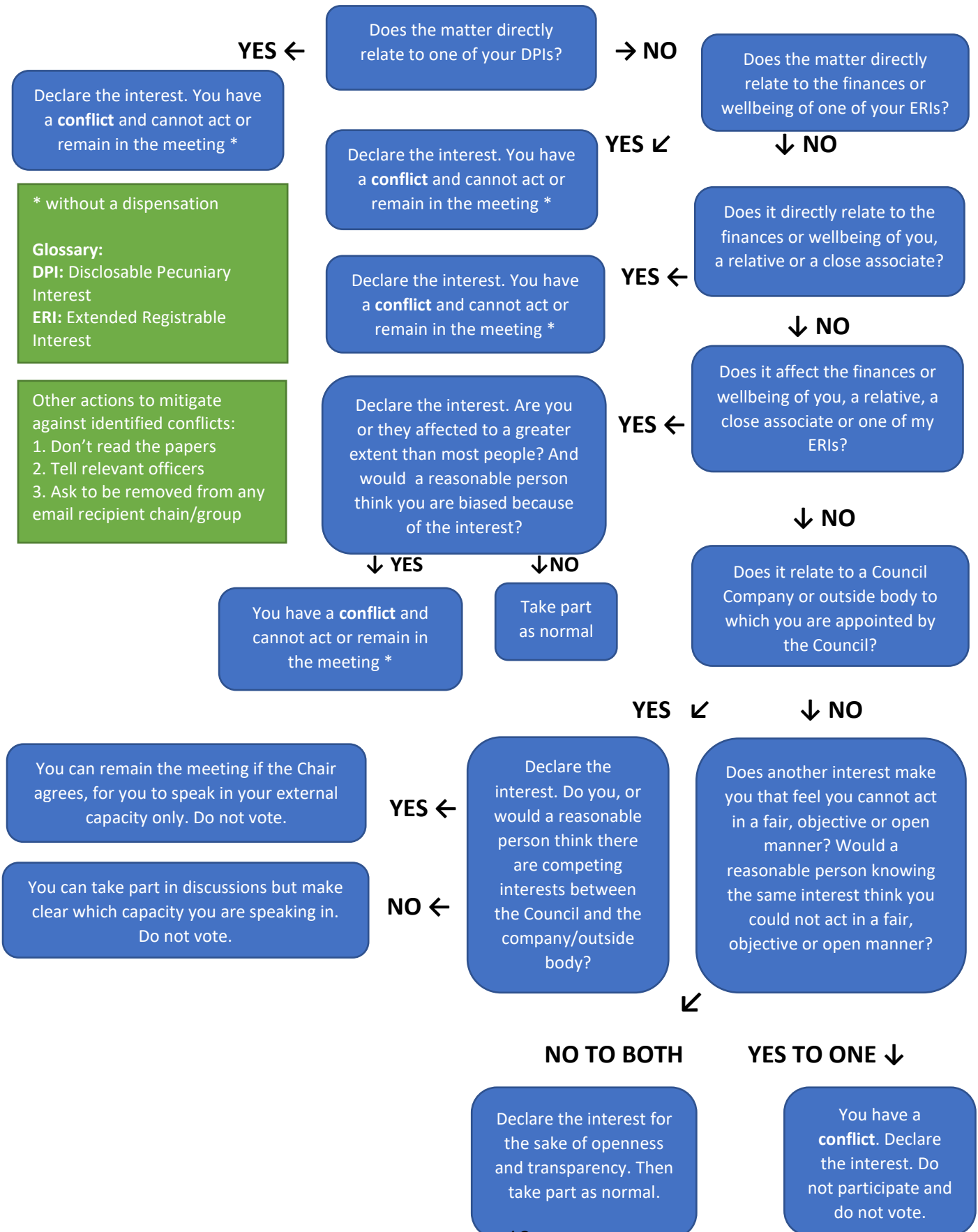
The Chair explained to the Committee they had an invitation to visit The Moon: Meet our Nearest Neighbour Exhibition prior to the next meeting commencing at 1.00pm.

The meeting closed at 3.03 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



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**

17 June 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 March – May 2024

1 Exhibitions and events at Lynn Museum

1.1 Current Exhibition: *The Moon: Meet our Nearest Neighbour*

2 February – 15 September 2024

This touring exhibition explores Earth's natural satellite – the moon. A key exhibit is a large moon model suspended above the exhibition, making use of the museum's high chapel ceilings. As part of the exhibition visitors have the opportunity to touch a real piece of moon rock. Other artefacts include ephemera from the 1969 moon landing. These displays, 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 administered by the Borough Council of King's Lynn & West Norfolk.



Publicity material for the Lynn Museum's current exhibition

The Moon theme has informed our event programming. The exhibition is proving very popular with visitors and has received excellent publicity including:

[BBC Radio Norfolk - BBC Radio Norfolk, Moon landing in King's Lynn](#)

[The Moon: Meet Our Nearest Neighbour - Exhibition at Lynn Museum \(whichmuseum.co.uk\)](#)

[Giant model Moon in major new exhibition at Lynn Museum | Eastern Daily Press \(edp24.co.uk\)](#)

[Museum in King's Lynn launches new moon exhibition which is free until the end of March \(lynnnews.co.uk\)](#)



Model of the Moon on display at Lynn Museum

1.2 Forthcoming Exhibition - *Woof! A Celebration of Dogs*

Tuesday 1 October 2024 – Sunday 29 June 2025

The curatorial team is currently working on *Woof!*, the dog-themed next exhibition at Lynn Museum. This will be curated in-house, drawing upon natural history, archaeology, art and social history collections. The majority of the items exhibited will come from the Lynn Museum reserve collection, supplemented with internal loans from other NMS sites, national collections and private individuals. The Tate Gallery has approved the loan of three artworks for the exhibition including a piece by David Hockney. The Kennel Club has also provisionally approved the loan of *England Expects* a painting by Maud Earl of two toy Bulldogs.



The White Dog by Vivian Crome, shortlisted for display in *Woof!*

The exhibition will be aimed at a family audience, with an emphasis on objects rather than text. The themes of *Woof!* include:

Origins of the dog - a natural history focus, featuring a taxidermy wolf and semi-fossilised wolf remains.

Early dogs - archaeological collections including the Legend of Black Shuck and global jackel headed Anubis in Ancient Egypt. Star objects include an Egyptian painted panel.

Working like a dog - dogs as working and competing animals.

Canine companions - domesticated dogs.

1.3 Family events

The museum continues to offer events and regular family trails during holiday periods. The Easter Holiday event *Spring into Space* attracted 148 visitors including 38 children.

1.4 Family Trails

Trails are provided at the museum for children and families to support their exploration of the museum. Trails offered at the Lynn Museum in the reporting period have included:

02/04/24 - 07/04/24 *Meet the Moon* - 188 participants

1.5 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. These have included:

21/03/2024 *Old Macdonald had a Farm* - 38 visitors including 19 children

18/04/2024 *The Moon and The Stars* - 43 visitors including 19 children

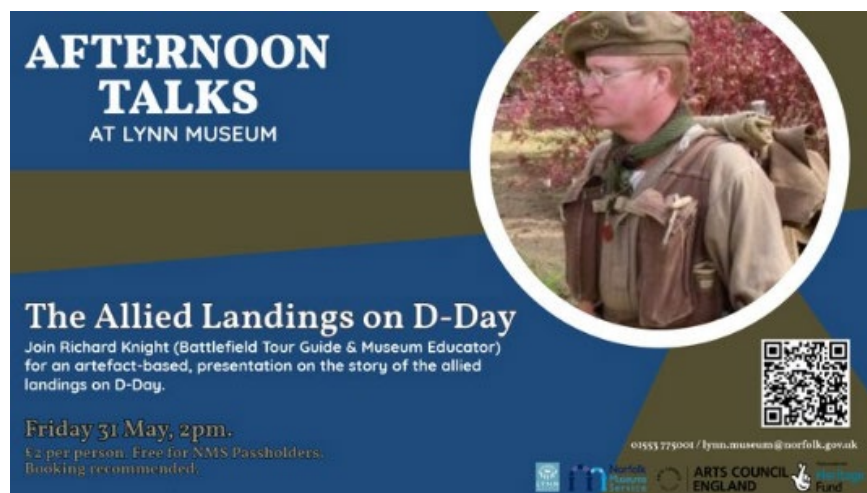
1.6 Coffee Mornings

The monthly themed coffee mornings continue to be offered at Lynn Museum. These offer a chance for people to enjoy the museum with an informal activity. The coffee mornings take place on the last Friday of the month. Topics have

included spring terrariums, the Bronze Age, basket weaving and medieval tiles. In this reporting period:

- 29/03/2024 Easter Pom Poms - 23 participants
- 26/04/2024 Glow in the dark jars – 10 participants
- 31.05.2024 The D Day landings – 27 participants

1.7 Talks Programme



Publicity for afternoon talk at Lynn Museum as part of the commemorations of D-Day

Recent talks at the museum have included:

- 26/04/2024 - *A Journey Beyond Our Solar System to the Edge of the Universe* with Alan Gosling/KLAS - 26 attending
- 31/05/2024 - *The Allied Landings on D-Day* with John Richard Knight - 26 attending

2 Newman Legacy project

As previously reported, 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.

Newman Assistant Curator Jan Summerfield joined the team in February and Newman NMS Teaching Museum Trainee Alice started in April. The team has made a good start on cataloguing and documenting material in the museum stores, as part of a planned programme of collections management work supported by the Newman legacy.

3 Other Museum developments

3.1 Publicity and promotion

The Lynn Museum continues to develop its social media presence, with X (Twitter), 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:

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

[Facebook](#)

[King's Lynn Museum on Instagram • Photos and videos](#)

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

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.

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

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



Museum Learning Assistant Hayley Simmons featured in the King's Lynn magazine

3.2 NMS Teaching Museum Trainees

Year-long paid traineeships are offered as part of the Norfolk Museums Service Teaching Museum scheme, principally funded through the NMS Arts Council England National Portfolio Organisation programme. For 2024-25 we have Newman Teaching Museum Trainee Alice Ochocka working on the Newman collections project at the museum. We are also joined by Anna Heffron as Curatorial West Trainee, working across both Thetford and Lynn Museums. Both trainees started work in early April 2024.



This year's Norfolk Museum Service Trainees including Anna Heffron and Alice Ochocka who are based in King's Lynn

3.3 Building Work at Lynn Museum

Following a period of structural monitoring of the Victorian former Union Baptist chapel building, a programme of remedial structural works to the schoolroom building (the current Seahenge Gallery) is taking place, involving the installation of tie rods at roof level. This work started after the Easter holidays and will run into the summer. The museum has remained open for visitors, although the Seahenge Gallery is closed for safety reasons during this period. A reduced admission charge is in place to reflect the more limited visitor offer.

3.4 Retail offer at Lynn Museum

The museum team continues to develop the retail offer at Lynn Museum working with the NMS Retail Manager Harriet Johnson. New lines include a revised Seahenge mug and greetings cards using designs from the Taylor's seed packets.

3.5 Support for National Lottery Open Week

The Lynn Museum once again participated in the national programme of openings and events at sites that have received National Lottery Funding up and down the country. This included a programme of free tours of the Seahenge Gallery.

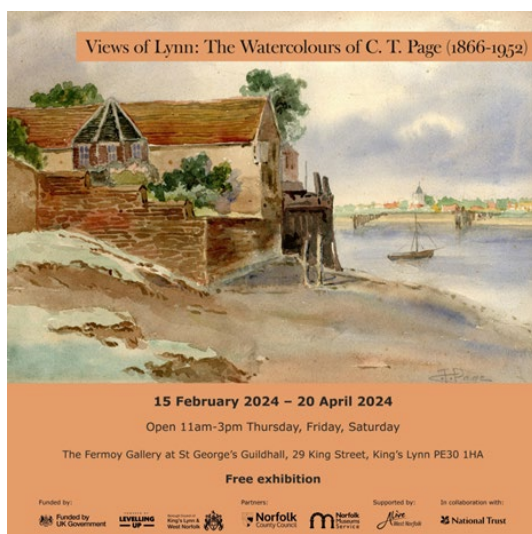


Publicity for the free Seahenge Tour offered at Lynn Museum in support of the National Lottery and as a thank you to lottery ticket holders

4 Borough Council partnership working

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.

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 project. Newman Curator, Dayna Woolbright has contributed to the work on the St George’s Guildhall project Interpretation Strategy and to various events and exhibitions, working with Jane Hamilton Learning and Engagement Officer at the Guildhall Team. Other work has included 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 painted local scenes in watercolour.



Publicity for ‘Views of Lynn: the Watercolours of C.T. Page (1866-1952). Displayed at the Fermoy Gallery King’s Lynn

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 Kick the Dust: Norfolk project. Recruitment has recently taken place for this post, which has been vacant for a number of months. The new postholder Elizabeth Joice started in post at the end of April.

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 the programming of temporary exhibitions at Stories of Lynn.

Recent examples have included support for the conservation of an historic mirror at the Town Hall and support for a Borough Council event to mark the donation of a painting of the Custom House by Walter Dexter.

The Lynn Museum free admission period started in October and ran 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.



Publicity for event at St George's Guildhall supported by Norfolk Museums Service

5 Learning & Outreach

School visits

Lynn Museum continues to offer a broad range of school workshops run flexibly to accommodate teachers' needs. Typical sessions include the 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 undertaken by a mix of museum staff and freelance costumed interpreters.

The following link provided for teachers shows what is on offer at Lynn Museum for pupils at Key Stage 2.

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

Lynn Museum learning staff continue to work closely with Stories of Lynn colleagues in the running of 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.

6. Kick the Dust Norfolk – 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, 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.

During 2023-25 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 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. Feedback from young people shows that they value the skills they develop as part of the project with the top five skills being cited as: problem solving, digital, communication, team working and creativity.

The following data is based on the period 1/5/23 to 29/5/24.

Number of interventions with young people:

Between 1/5/23 and 29/5/24 there have been **1,749 interventions** involving **822 individual young people** taking part in **1,551 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:

- 18% of activity was at Player level (to introduce new young people to the project)
- 64% at Shaper level (longer term project with young people determining the content)
- 18% at Leader level (long term engagement – young people leading projects, acting at governance level, mentoring staff)
- 87% of all activity involved young people in leading and designing projects

Breakdown of activity taking place in each area:

- 35% (117 opportunities) in the West (covering Kings Lynn, Gressenhall),
- 22% (74 opportunities) in Thetford
- 21% (70 opportunities) in the East (covering Great Yarmouth, Cromer)
- 18% (59 opportunities) in Norwich
- 6 opportunities were offered to young people at alternative venues outside of Norfolk
- 46 volunteering opportunities have been provided, with 3 young people taking on the role of Digital Buddy and 8 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 Summer terms to include SEND and Mental Health First Aid training. The team accessed the 'Childhood Adversity and Creating a Trauma Informed Environment' in October 2023 and March 2024 and 'I'm a teenager get me in there' training in January 2024 at Ely Museum (as part of the new '*Your Heritage Your Future*' National lottery heritage Funded project) which will inform future delivery. Safeguarding training has been delivered to all team members through NMS.

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 29/5/24 data shows that **43%** of the individual young people who have taken part in the new programme of activity identify as having a **mental health issue** 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 taking 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 and this will be reported upon in September 2024.

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 and Norfolk Public health 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 who bring a different perspective to the meetings. 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 29/5/24

- FE/HE – 41%
- YMCA clients – 16%
- Secondary schools – 31%
- Young people with mental health issues – 43%
- SEND – 3%
- Outside of mainstream education – 21%
- NEET – 33%
- Looked after children and adopted living those at home - 2%
- Care Leavers – 2%

- Young Carers – 2%
- New arrivals and refugees – 7%
- Pregnant young mums and teenage parents – 1%

In terms of how young people find out about Kick the Dust, the Kick the Dust website is being used effectively with 33% of young people finding out about the project through the updated web pages ([Kick the Dust - Norfolk Museums](#)); 18% through a family member, 18% coming via one of our partner organisations and 12% having already taken part in a previous Kick the Dust project.

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 developed the new framework alongside Norfolk Public health, and this allows us to measure impact in this key area. In addition, we are implementing a narrative evaluation model working with a smaller number of young people who are part of a long-term project group which will be reported on at the end of the summer to provide a richer story to accompany the raw data.

From the Young People feedback forms, following their involvement in Kick the Dust, **62%** strongly agreed that this had had a positive impact on their mental health and wellbeing with a further **38%** agreeing that their involvement in Kick the Dust has helped them have more positive mental health. An additional question has been added to identify young people with neurodivergent tendencies and is showing that since March 66% of young people engaged in Kick the Dust identify as neurodivergent which is significant when designing new activity in terms of additional barriers these young people may face.

Of the 37 responses to 29/5/24, the following data chart highlights how young people were feeling before taking part in Kick the Dust:

QUESTION – pre engagement	None of the time	Rarely	Some of the time	Often	all of the time
I've been feeling optimistic about the future	0	19	40	27	14
I've been feeling useful	0	7	43	40	10
I've been feeling relaxed	0	22	30	30	19
I've been dealing with problems well	0	5	43	43	8
I've been thinking clearly	0	10	36	38	16
I've been feeling close to other people	0	16	24	43	16
I've been able to make up my own mind about things	0	8	22	41	30

The following data chart highlights how 13 young people were feeling following their engagement in Kick the Dust between March and May 2024 (**NB: Part 2 is only completed once a young person has finished a group/ activity and has had a 121 session with the Project Worker**)

QUESTION – post engagement	None of the time	Rarely	Some of the time	Often	all of the time
I've been feeling optimistic about the future	0	0	38	54	8
I've been feeling useful	0	0	31	38	31
I've been feeling relaxed	0	2	40	26	32
I've been dealing with problems well	0	15	15	55	15
I've been thinking clearly	0	0	31	54	15
I've been feeling close to other people	0	8	15	46	31
I've been able to make up my own mind about things	0	0	16	46	38

From the additional questions asked of the young people taking part, the programme is meeting their needs and helping them see themselves in a museum or heritage setting, with 80% stating the programme went above their expectations.

- 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;
- 69% strongly agreed that they understood heritage better than they had done before taking part with a further 23% agreeing;
- 62% strongly agreed that following their engagement heritage was more relevant with a further 31% agreeing. 62% strongly agreed that heritage represented young people like themselves;
- 99% stated they now had a greater understanding of museums and the job roles available with 93% strongly agreeing that they could see themselves working in the sector;
- 62% strongly agreed that the skills they had acquired would be useful to them in the future with a further 38% agreeing;
- 58% strongly agreed they felt more connected to their local community than previously with a further 42% agreeing;
- 84% 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 its second year of the ACE funded project.

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 another of our YMCA young people has progressed into independent living, with another taking on a part time role, with the Kick the Dust programme giving them the confidence to take these steps. Another former YMCA client who was part of Kick the Dust has completed her first year of studies whilst working in the Visitor Services team for Norwich Castle. Former participants and Young Ambassadors have since progressed into employment or onto further and higher education, having gained the confidence to move towards their goals. Another Young Ambassador secured a bursary to run her own project through Norfolk and Norwich Festival Bridge and has been working with groups in Norwich and the Library on a creative wiring project linked to heritage. She has since applied for funding from English Heritage to run a similar project this summer in Kings Lynn.

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 (Chloe is now on a Level 4 Apprenticeship working in London for Channel 4)

'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 (Emily is now studying for an MA and remains an active Young Ambassador)

'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 (Jazz has worked on another KTD project and is an active Young Ambassador, presenting at the NLHF and GEM webinar in March 2024)

'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 (Marr is studying an MA at UEA and remains an active Young Ambassador)

'I've really enjoyed being part of Kick the Dust and it's given me so many amazing opportunities that I'd never get otherwise. I loved the opportunity to go behind the scenes at museums and learn about objects and collections from experts. It felt like I was being taken really seriously as a young person and that my voice mattered. The project was really well planned and executed and there was always something new to learn. I met people who had really different skills and backgrounds to me and it was so fun to work with a new group of people. It felt like the staff really cared about me and were always trying to support me and provide me with new opportunities. Without Kick the Dust, I don't think I'd have been able to get my first job in the heritage industry and feel confident in my own knowledge and skills.' (Rosa – Young Ambassador and participant in Knights of the Sound Table)

'I have very much enjoyed my time as part of the Kick the Dust work experience program. I feel a bit more confident in social situations than I did before, and I have a much firmer idea of what jobs are available in the museum service.' (Amy – work experience)

'Being part of this organisation, have given me a boarder view of where I see myself in the future and the career I want to go into. It has given me confidence and developed me as a team player when working together. It has given a boost of independence which I keep on achieving.' (Emily – online work experience and 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 (YHYF) 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 then worked together on the Development Phase, ahead of a Round 2 bid which was submitted on schedule in May 2024. If the Round 2 bid is successful, project delivery will commence in later 2024.

7. Visitor figures

Visitor figures for the period will be circulated at the meeting

8. Recommendations:

That the Area Museums Committee notes the report

Report Contact:

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KING'S LYNN & WEST NORFOLK AREA MUSEUMS COMMITTEE

June 2024

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.

After careful review of our audience data and in light of the success Lynn Museum achieved with their *Tiger Who Came to Tea* exhibition we decided to change up our exhibition schedule and produce a new exhibition, which might be more appealing to general audiences. *The History of Fish and Chips* has garnered such interest and featured on BBC News Online.

Exhibition Schedule 2024

King's Lynn in World War 1	January- March 2024
The History of Fish and Chips	May- August 2024
Summer Art Exhibition <i>Nostalgia...King's Lynn Through Time</i>	5th July -31st August 2024 Old Smithy
Archaeology Exhibition	July- September 2024
<i>St Nicholas: The Man, The Legend, The Chapel and the New Hanse</i>	October 2024- December 2024

1.2 Forthcoming Summer Art Exhibition

Our annual art exhibition theme for 2024 is *Nostalgia...King's Lynn Through Time*. The High Sheriff of Norfolk, David Flux, will open the exhibition on 5th July. It will feature 21 brand new pieces by local artist, Alan Castleton inspired by photographs from the town's past.

This is all the more remarkable as shortly after the Museum and Alan agreed on the exhibition theme, the artist was struck down with a rare neurological disease. In the space of a week, Alan could hardly see, swallow, speak or even hold a paintbrush for more than half an hour at a time. Despite this, he just kept going with a singular focus and determination to complete these works. We are delighted to say that Alan is doing much better and all 21 paintings have been completed.

1.3 True's Talks

Our True's Talks Spring series proved incredibly popular and to accommodate those who were unable to get tickets 3 additional talks were put on the subjects of the Georgian Upper Crust, Tales from the Taproom and the Repopulation of True's Talk in the 1921 Census. We are now finalising our autumn programme with speakers and thanks to funding from the Norfolk Community Foundation Love Norfolk Fund we have been able to extend our current provision.

1.4 Pat Midgley Memorial Lecture

This year's Pat Midgley Memorial Lecture will be given by Dr Jago Cooper, Executive Director of the Sainsbury Centre and professor of Art and Archaeology at the University of East Anglia. Formerly, he was Curator of the Americas at the British Museum. Since 2011 he has written and presented a series of programmes for BBC Four, including Lost Kingdoms of South America, Lost Kingdoms of Central America, Easter Island: Mysteries of a Lost World, Masters Of The Pacific Coast: The Tribes Of The American Northwest, and The Inca: Masters of the Clouds. He has also published books on world art and archaeology including Surviving Sudden Environmental Change: Answers from Archaeology, Arctic: Culture and Climate, Mapping a New Museum and Peru: a journey in time.

Other Museum Developments

2.1 Events

5th July Summer Art Exhibition *Nostalgia...King's Lynn through Time.*

7th July Sea Sunday

13th- 27th July Festival of Archaeology

8th September Heritage Open Day

20th November Pat Midgley Memorial Lecture - Dr Jago Cooper.

6th December St Nicholas Day

3. Friends of True's Yard

We are most fortunate to have the support of the Friends, they have already made contributions to help take some of the sting out of our increasing accountancy and insurance fees.

3.1 Fundraisers

The Friends of True's Yard have 8 fundraisers planned this year including their normal lunches.

4. Partnerships

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

On 29th May Shannon completed her 6 month 'Your Heritage Your Future' placement with us. Although The North End Trust is not in a financial position to offer Shannon a post, the Museum Curator and Project Worker Leona worked with Shannon in her final weeks with us on job applications including one to Lynn Museum's for the lunchtime cover Front of House post.

4.2 The Festival of Archaeology

This summer we will be holding a Festival of Archaeology with several partners including the Museum of London, King's Lynn Under Siege and West Norfolk & King's Lynn Archaeological Society. Speakers will include Jelena Bekvalac, Curator (Human Osteology) from the Museum of London, Jason Stewart (Geoarchaeology/ environmental archaeology) and others.

So far, we have planned:

13th July - Tour and Talk on foreshore finds and the history of the North End.

16th July - site visit to a local excavation.

20th & 27th July- 'Skeletons and Pirates' mock excavation, recording and identification and object handling.

4.3 Heritage Learning Forum

After four years our curator Lindsey will be handing over the role of Chairperson of the forum to Learning Engagement Officer, Jane Hamilton, of St George's Guildhall.

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 Trust, Lynn Museum; Voluntary Norfolk, St George's Guildhall Complex, CWA, King's Lynn Minster and St Nicholas' Chapel.

5. Learning and Outreach

5.1. Half term Activities

Bugs & Creepy Crawlies Activity Days

There was plenty to see and do on the 29th & 30th May including wax spider-web watercolours, moving butterflies, snail clay pots, and butterfly feeders. We had 75 attendees which considering the weather was reasonable.



5.2 Hanse Festival

To celebrate there will be a Pirate themed treasure hunt and activities around the Museum on 15th June.

5.3. Oral History Project- Capturing Memories

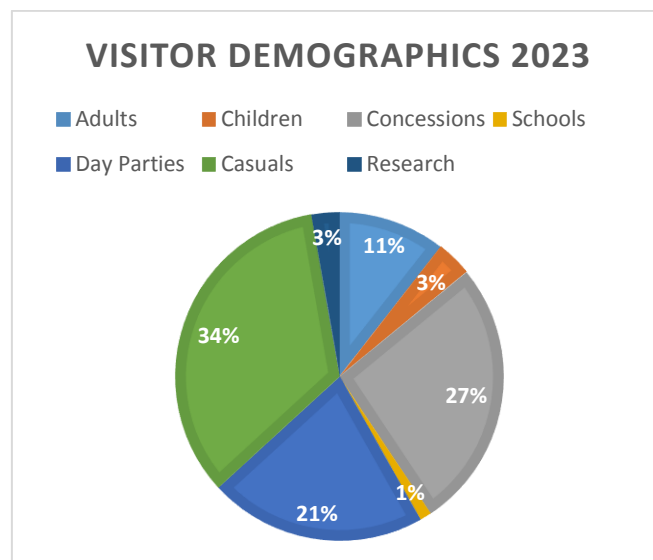
Our new Oral History Committee is hard at work capturing new oral histories and so far 5 have been recorded. The new project ‘Capturing Memories’ will focus on recording the memories of the last generation of Northenders and those of the people of Lynn.

5.4 Social Media

Currently the Museum’s Facebook page has 2.3k followers and Twitter/X has 1,437 followers and Instagram 439 Followers (last report 420).

6 Visitor Numbers

The figures for 1st April 2023 to 31st March 2024 were 11,554 (At last meeting in December 10,266). We exceeded last year’s visitor numbers of 11,250.



Our largest demographic of visitors to the Museum continues to be concessions (60+, blue light and students). This corresponds to the data we receive from Groupon where 70% of sales are to people 51+. We are planning to increase our schools offer to encourage more school visits.

7 Resource Implications

Finance- Increasing costs of utilities, insurance, accountancy have proved challenging. Savings and income generation is a big part of the 2024/25 budget.

Property- None.

Staff- Ray Howard, Finance Officer Retired on 9th May. Lindsey Bavin (Museum Curator) has reduced her days to 2 having accepted the part time post of Museum Enterprise Manager at the Cambridge Museum of Technology.

8 Recommendations

That the Area Museums Committee notes the report.

Originator of report:
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Item: Tourism Marketing Update
Committee: King's Lynn & West Norfolk Area Museums Committee
Date: 6th June 2024
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 since October 2023. Just as a reminder after my previous note to the committee, the usual two-person team of the Tourism department was without a second member of staff (a Tourism Support Officer who operates our digital assets) from March 1st to May 13th 2024, with some break in service and the majority of key tourism marketing activity restarting after that 10 week period due to a new member of staff starting within the department from 13th May 2024 onwards.

2 Printed marketing

The Tourism department aims to adhere to a zero waste principle when it comes to printed leaflets and, as such, we now wait until print stocks have almost run out across the local area before committing to any new print run of leaflets. A consequence of this aim is that popular venues often run out of our leaflets before other venues and locations, and thus have to wait for a longer period of time for a restock of any reprinted version of our current titles.

2.1 Discover King's Lynn

The distributed copies of the 2023 edition of this popular leaflet of ours is now almost depleted across the 200+ venues that have been supplied with it. A slightly revised print run of 110,000 copies is now in mid-production for 2024, with a new run of the leaflet to be produced by the end of June 2024, and large quantities subsequently distributed around the area by two distribution companies.

2.2 Hunstanton Mini Guide and Downham Market Mini Guide

Copies of last year's mini guides are still available at some venues but when current stock has nearly ran out across the area we will run with another 40,000 copies of the updated *Hunstanton Mini Guide* and another quantity of 12,750 copies of the updated *Downham Market Mini Guide* this summer too. In the meantime, two distribution companies plan to distribute the remaining stock we have of both guides.

2.3 Other publications

The Borough Council is supporting the King's Lynn Town Guides once again by having arranged the print and distribution of the *2024 King's Lynn Guided Walks* programme ahead of the spring start of the Town Guides 2024 programme. The department also produced a reprint of the *King's Lynn Maritime Trail* booklet in early 2024.

The Tourism Department is once again planning to support the print of the *King's Lynn Heritage Open Day 2024* booklet later this summer, and the department will also conduct much smaller reprints of The Hunstanton Wolf Trail and The Hunstanton Horticultural Trail this year too.

3 Digital marketing

3.1 www.visitwestnorfolk.com

The website **Highlights** section of promotional articles and blog posts highlighting local activities and attractions, all researched, written and promoted by the Tourism Support Officer, is now being updated once again after a 10-week break in service due to the previous staff member leaving the authority.

We were planning on Pay-Per-Click and Google Ads campaigns to heavily promote both the website and our social channels during the three months leading up to Summer 2024. However, with the unforeseen 10-week break in service due to staff leaving their post, such ongoing paid and constantly-monitored digital campaigns will soon commence instead. In summary, we will shortly be running paid ads across our digital portfolio to increase visits to the site and to our varied promotional multimedia promotional content.

www.sailthewash.com

The Tourism Department is not the lead on the *Sail the Wash* project, though as a marketing and promotions department we have been allocated a budget from that project to continue to help promote the new website for that project. In recent months we have paid for a Sail the Wash advert to appear in the 2024 edition of the Norfolk Coast Guardian, and await collaborative efforts from the other leisure sailing destinations within the project for ongoing future promotion of that website.

www.explorewestnorfolk.co.uk

We still promote our Explore West Norfolk website and two related apps in our e-shots and other marketing materials, and we plan on allocating a portion of our budget to help promote this element of our portfolio via digital ads during the Autumn and Winter of 2024. Explore West Norfolk was originally funded, and now seen by our department, as a tool to attract visitors to our area out-of-season / all-year-round and, as such, our small team tends to heavily promote the Visit West Norfolk platform for the spring and summer, and the Explore West Norfolk website and apps for the autumn and winter, though this is not an inflexible rule.

As the Senior Tourism Officer is an active member of the King's Lynn Walsingham Way group, we have added the preliminary draft of the new *King's Lynn Walsingham Way* 29-mile historic trail to the Explore West Norfolk platform:

<https://explorewestnorfolk.co.uk/albums/kings-lynn-walsingham-way-6/>

3.2 Website traffic

The Visit West Norfolk website exceeded our 10% growth KPI projection for 2023 to now surpass pre-pandemic figures (comparison below) and receive roughly a quarter of a million visits to our Visit West Norfolk website for the calendar year of 2023. This figure is based in recent times largely on basic organic growth as opposed to continuous periods of paid promotion for the website. It is too early to tell if the recent 10-week break in website-related digital activity leading up to May 2024 will provide us with a lower number of website visits compared to the same period of time in 2023. The Tourism department did, however, run a modest paid Google Ads campaign for 1 month during November-December 2023 to drive more visitors to the website in the lead up to Christmas.

Visit West Norfolk - Website Visits:

2019: 212,803

2023: 229,220*

* no figures are available from 29th June to 5th July 2023 due to a changeover from previous Google Analytics to Google Analytics 4, which was a compulsory global update of the analytics system by Google.

3.3 Events & Activities

With regards to notable events which were held in recent times, there was a full and varied programme of west Norfolk-wide celebrations and events held for the King's Coronation, though perhaps with more of a community focus than guaranteed visitor appeal to some extent. The Tourism Department made a great deal of promotional material for events throughout 2023, including themed visitor e-shots, lots of posts and activity across the department's social networks leading up to bank holidays and seasonal offerings. Such event and activity-based content included:

- 'New Year's Eve in West Norfolk 2023' blog post [published 05/12/2023]. Highlighted New Year's Eve events and accommodation offers in west Norfolk.
- 'Rainy Day Activities in West Norfolk' blog post [published 08/12/2023]. Featured indoor activities or attractions including museums, historic sites, indoor play areas, cinemas, and art galleries.
- 'Mark your calendars! Unique events in West Norfolk 2024' blog post [published 13/12/2023]. Promoted holiday inspiration and upcoming events in west Norfolk.
- Updated: 'Free Things To Do in West Norfolk | Winter 2024' blog post [02/01/2024]
- Updated: 'Dog Friendly West Norfolk' blog post [05/01/2024]
- Celebrate Valentine's Day in West Norfolk 2024 [published 26/01/2024]
- Mother's Day in West Norfolk 2024 [published 12/02/2024]
- Springtime in West Norfolk – a summary including a highlight of the forthcoming West Norfolk Seasonal Food Festival [published 11/03/2024]
- Visiting West Norfolk for World Oceans Day [published 07/06/24]

The Tourism department produce and post social media posts promoting our blog posts, too numerous to list in this report summary, but at least 50 posts related to our blog posts were posted during the time covered by this report.

3.4 Business e-shots

Local tourism businesses and organisations on the tourism department's business database continue to receive a fortnightly e-shot (latest tourism business news in email format) from the department, though with a relative gap in activity during March-May 2024 as previously highlighted. Such business-related e-shots includes:

- Reminder: 'Love Your' Grant Scheme [sent 23/11/2023]
- Book the Hunstanton Observatory for your visitors and last call for Tourism Forum event [sent 29/11/2023]
- KLIC and connect Business Networking Event and Grant Support [sent 07/12/2023]
- FREE Promotion on the Visit West Norfolk website [sent 21/12/2023]
- Leadership Training, Accessibility Toolkit and Recruitment Support [11/01/2024]
- Training Grants, Workshops and Business Awards [sent 26/01/2024]
- National Apprenticeship Week and Festival of Knowledge Event [sent 08/02/2024]
- You are invited to the West Norfolk Tourism Summit 2024 [sent 14/02/2024]
- Last call for the West Norfolk Tourism Business Summit [sent 01/03/2024]
- Support for your employees, business opportunities & survey [sent 04/04/2024]

- Free courses to boost sales, and great opportunity for accommodation providers [sent 10/05/2024]
- Advertise your May Half Term Events, The SEED Creake Abbey opens, plus your Last Chance to join FREE marketing courses [sent 20/05/2024]
- Free KLIC and Connect event, Father's Day advertising opportunities, and have your say on the Local Nature Recovery Strategy [sent 05/06/2024]

3.5 Consumer e-shots

The scheduled programme of our regular Visit West Norfolk e-shots sent to prospective visitors (after they have signed up to receive such content from us) is currently one e-shot sent every fortnight. The focus of each e-shot (often themed) being to promote a set of 4-5 events or attractions, accommodation and activities which would take the average visitor at least a couple of days' stay in the area to see and do.

- Festive Events this December in West Norfolk 2023 [sent 30/11/2023]
- Mark your Calendars! 2024 Holiday Inspiration in West Norfolk [sent 14/12/2023]
- Winter Days in West Norfolk 2024 [sent 04/01/2024]
- Dog Friendly West Norfolk [sent 18/01/2024]
- Valentine's Day in West Norfolk [sent 30/01/2024]
- What's On this February Half Term in West Norfolk 2024 [sent 14/02/2024]
- Mother's Day in West Norfolk 2024 [sent 29/02/2024]
- May Bank Holiday and Half Term in West Norfolk 2024 [sent 23/05/2024]

4 **Planned activity**

4.1 West Norfolk Tourism Development Plan - Actions

Beyond tourism marketing and promotion activity, the Tourism department remains dedicated to working on actions directly related to the six strategic aims found within the previously reported *West Norfolk Tourism Development Plan* for 2022-26. The proposed 5-year plan was informed by key local, regional and national business development plans alongside feedback from local stakeholders. As previously reported, it focusses on six key strategic aims to assist west Norfolk's post pandemic tourism business development, and work continues on resolving actions taken from the aims summarised in a series of Tourism Informal Working Group meetings (held between local stakeholders, councillors and council officers throughout 2023). We aim to provide a full summary of progress with such actions in the next King's Lynn & West Norfolk Area Museums Report.

5 **Other developments**

5.1 The Hunstanton Observatory

As previously reported, it is the department's aim to help make west Norfolk a great hub for off-season Dark Skies-type astronomical events and festivals in the future, in a bid to further establish an all-year-round tourism economy for the local area. To that end, the Tourism department has recently received SPF funding and supported four events held at the Hunstanton Observatory (a venue dedicated for local tourism businesses to book and utilise for experiential tourism offerings).

- Nature's Glow: A Biofluorescent Night Walk - Mar 18, 2024, 19:30-22:00.
- An exploration of the Skies in Old Hunstanton - Apr 10, 2024, 19:30-22:00.
- Night Exploration and Norfolk Tales - Apr 12, 19:30-22:00.
- Stargazing and Storytelling - Apr 22, 20:00-22:00.

Three of the four events were swiftly fully-booked after being promoted on Eventbrite, with the fourth event also very well attended after being rescheduled due to poor weather conditions.

5.2 Development of Coach Tour visits to King's Lynn

The Tourism & Travel Show 2024 – Birmingham NEC

The Senior Tourism Officer supported various practical elements for the King's Lynn Town Guides 2-day trade stand appearance at the leading national Tourism & Travel Show at the Birmingham NEC during March 2024 (This KL Town Guides project being supported by SPF funding). Trade stands at this event aim to attract coach and tour guide businesses to their respective localities. The KL Town Guides aims to attract more coach and group tour companies to King's Lynn as a main destination and itinerary for their guests. A good list of contacts were made from coach tour operators visiting the stand, and the Senior Tourism Officer compiled this new list with an existing active list of coach tour operators for the area. The King's Lynn Town Guides aim to utilise this expanded list of Coach Tour contacts in the near future to promote historic King's Lynn to coach and group tour operators on a regular basis.

The Senior Tourism Officer attended the programme of this 2-day travel show event too, on 20th and 21st of March 2024: www.tourismshow.co.uk

5.3 Other Shared Prosperity Fund Projects

We are doing ongoing work on a set of SPF funded projects, which include regeneration of items at the West Lynn Pavilion, enhancements to certain Downham Market Town Centre public realm assets, and the formation of a Hunstanton Observatory events programme for a series of four events of varied themes. The West Lynn Pavilion Waiting Room redecoration and minor repairs to the room have now been completed, and there is ongoing work with the Norfolk Museums Services in adding brand new heritage items to the walls of the room, as well as similar information for the three exterior interpretation boards nearby. A draft orientation/interpretation board for an area of Downham Market has also now been completed, with an installation scheduled for imminent installation (as of June 2024).

5.4 Software

As previously reported, we have been using the User Generated Content Platform Snapsea (www.snapsea.io) through our Instagram account to enhance, inform and grow our future promotional interactions with potential visitors to west Norfolk by utilising high quality authentic visitor content of the local area. We are now 6 months into our subscription and have built up a robust collection of user-generated content, which has subsequently been posted across Visit West Norfolk's social media pages.

5.5 The Hanse League

Previously being the Vice Chair, the Tourism department has now taken on the Chair and administrator roles for the Europe-wide Modern Hanse League group called the Hanse Sustainable Working Group: <https://www.hanse.org/en/union-of-cities-the-hansa/working-groups/sustainable-hansa>

Our second meeting with the group happened in May 2024, and an 'online event' series of presentations is currently being worked on, focussing on shared best practice and learning on a Europe-wide basis regarding the growth and adoption of sustainable business practices.

The Tourism department is now also a member of both the King's Lynn Hanse Club and the King's Lynn Hanse Festival Committee, with the Senior Tourism Officer also in attendance

at the June 2024 International Hanse Festival held in Gdańsk, Poland:

<https://www.gdansk2024.pl>

5.6 West Norfolk Tourism Business Event

After the West Norfolk Tourism Forum AGM (held Wednesday 6th December 2023), The Tourism department finalised the booking of presenters and the full agenda for the first 'West Norfolk Tourism Business Summit '24' event, held in King's Lynn in March 2024 and promoted to local businesses via different platforms including Eventbrite and LinkedIn. The Senior Tourism Officer was the organiser of the Wednesday March 6th West Norfolk Tourism Business Summit evening event, which was presented on the evening by the independent business-led West Norfolk Tourism Forum, was well-attended by local tourism businesses and held in the Guildhall of St George, King's Lynn.

Lots of positive feedback was received from attendees about the event and the four business-oriented presenters, with the hope that this event marks of the first of what could be an annual major tourism business support event.

5.7 Partnerships

5.7.1 West Norfolk Tourism continues to work with Visit Norfolk and Visit East of England to promote the county and wider area as one of the 'DMO Coalition' members from across East Anglia. Visit East of England is being supported by the Tourism department and the rest of the existing Norfolk DMOs (Destination Management Organisations) in their current Summer 2024 application to become a nationally-recognised LVEP (the East Anglia Local Visitor Economy Partnership).

5.7.2 The west Norfolk Tourism department continues to work productively with existing and new partners, including being part in the following groups and partnerships, amongst others, across the period covered by this report (October 2023-June 2024):

- British Destinations [VWN being a formal member of this national tourism lobbying group].
- Downham Market Town Council.
- Discover Downham Heritage Centre.
- Film Friendly Norfolk Steering Group.
- King's Lynn Hanse Club.
- King's Lynn Hanse Festival Committee.
- King's Lynn Town Centre Public Realm & Repurposing Project Group.
- King's Lynn Walsingham Way Group.
- Norfolk & Suffolk DMO Coalition.
- Norfolk Coast Partnership / AONB.
- Norfolk Tourism Recovery Best Practice Group.
- Visit Norfolk [Visit West Norfolk/BCKLWN are executive committee members].
- West Norfolk Tourism Forum.
- West Norfolk VENI Steering Group.

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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