

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



# **King's Lynn and West Norfolk Area Museums Committee**

## **Agenda**

**Monday, 13th January, 2025  
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>





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

3 January 2025

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, 13th January, 2025 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 5 - 12)**

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 13)**

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 14 - 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. **Stories of Lynn and Tourist Information Centre Visitor Figures** (Page 38)
9. **Date of Next Meeting**

To note the date of the next meeting is 10 March 2025 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 and 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, 16th September, 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, M de Whalley, A Kemp and Mr B Davison

County Councillors

Councillors L Bambridge and M Chenery of Horsbrugh

Officers

Oliver Bone, Lynn Museum  
Robin Hanley, Norfolk Museum Service

1 **APPOINTMENT OF CHAIR FOR THE REMAINDER OF THE MUNICIPAL YEAR 2024 TO 2025**

**RESOLVED:** Councillor A Bubb be appointed Chair for the remainder of the Municipal Year 2024 to 2025.

2 **APPOINTMENT OF VICE CHAIR FOR THE REMAINDER OF THE MUNICIPAL YEAR 2024 TO 2025**

In the absence of nominees from the Norfolk County Council representatives coming forward, the Committee appointed a Borough Council representative as Vice Chair.

**RESOLVED:** Councillor A Kemp be appointed Vice Chair for the remainder of the Municipal Year 2024 to 2025.

3 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor J Ward, Lindsey Bavin, Manager of True's Yard Museum and Phillip Eke, Senior Tourism Support Officer at Borough Council of King's Lynn and West Norfolk.

#### 4 **MINUTES**

The minutes of the meeting held on 17 June 2024 were agreed as a correct record.

#### 5 **MATTERS ARISING**

There were no matters arising.

#### 6 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

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

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

The Curator of the Lynn Museum introduced the report on the King's Lynn Museum activities in the period from June to August 2024. A copy of the report is attached to the minutes.

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

- Exhibitions and events at Lynn Museum
  - Current Exhibition: The Moon: Meet our Nearest Neighbour
  - Forthcoming Exhibition: Woof! A Celebration of Dogs

The Curator of the Lynn Museum explained all Members of the Committee were welcome to attend the forthcoming exhibition, Woof! A Celebration of Dogs and advised the opening event was on Tuesday 1<sup>st</sup> October 2024 at 2.00pm.

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

Mr B Davison referred to the forthcoming exhibition, Woof! A Celebration of Dogs and commented that he would have liked to have seen artwork by the artist Sally Muir and asked officers to look into using that artist in the future if the exhibition was successful.

Councillor M de Whalley congratulated and thanked officers for the quality and success of the temporary exhibitions in the Lynn Museum. Councillor M de Whalley informed the Committee he had been invited to look around Aickman's Yard which was very informative and it suggested given what was housed there, a topic for a future temporary exhibition be that of exploration of the North West and explained there were two famous names associated with King's Lynn, Samuel Gurney Cresswell and George Vancouver and added that they could link in well

with the town's history. He asked whether a complimentary exhibition could be considered to celebrate the reopening of the St George's Guildhall.

Mr B Davison referred to Aickman's Yard and commented that the Committee should arrange a visit to view the collections and encourage more young people to visit and suggested having an exhibition of Aickman's Yard in the future to look into the industrial past of King's Lynn and what affect it had on the town's structure.

Councillor A Kemp made comments in relation to the Carnegie library and asked what could be done for more joint working with the Norfolk Museum Service and the library service to make sure they were looking after their heritage buildings and ensuring they kept their purposes. In response, the Assistant Head of Museums confirmed there was a process ongoing around the Carnegie library and explained they had a good track record of working really well in partnership with the Norfolk library service.

The Assistant Head of Museums referred to Aickman's Yard and explained there were ongoing discussions between the Curator of the Lynn Museum and Borough Council colleagues around a date for Members of the Committee to have a tour of Aickman's Yard and the date would be confirmed at the end of the meeting.

The Assistant Head of Museums explained they had active projects including the Newman Project running to ensure that information about the collections were made as accessible as possible.

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

- Family events
- Family Trails
- Mini Museum
- Coffee Mornings
- Talks Programme
- Finds Identification and Recording Day on Saturday 27<sup>th</sup> July

Councillor A Kemp referred to the Finds Identification and Recording Day and asked whether they had received any treasure trove which would be worth putting in the Lynn Museum. In response, the Curator of the Lynn Museum confirmed there was a treasure process for objects and explained that if things were identified as treasure, the Lynn Museum had an opportunity to register an interest in that item and once the interest was registered, there was a process of acquiring it for the Lynn Museum with grant-giving bodies. He added that over the years they had had interesting items brought into the Lynn Museum by people such as a bronze aged gold fork.

In response to a further question raised by Councillor A Kemp, the Curator of the Lynn Museum explained they had an excellent relationship with The British Museum. The British Museum had been very good at lending local material of international importance, but he confirmed the gold talk which Councillor A Kemp referred to had gone to the Norfolk collections which were looked after by the County but agreed with Councillor A Kemp that it would be good for local material to be shown locally.

The Assistant Head of Museums reported that nationally, for many years, Norfolk had the highest levels of reported finds for both treasure and non-treasure material and explained this was because they had built a really strong relationship between the Norfolk Museum Service and the Identification and Finds Service.

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

- Pewter Pilgrims Adult Workshop
- Newman Legacy project
- Other Museum developments
  - Publicity and promotion
  - NMS Teaching Museum Trainees
  - Building Work at Lynn Museum
  - Retail offer at Lynn Museum

The Chair, Councillor A Bubb asked whether the Seahenge mugs would be on sale at other museums. In response, the Curator of the Lynn Museum and Assistant Head of Museums confirmed they would ask Hat Johnson to see if that was something they could arrange.

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

- Borough Council partnership working
- Learning & Outreach

The Curator of the Lynn Museum invited the Committee to ask any questions.

Councillor A Kemp asked how they publicised the Lynn Museum's free admission period. In response, the Curator of the Lynn Museum explained they displayed banners at the front of the Lynn Museum advertising free admission through the winter period. He added they used other marketing strategies such as social media and their website.

The Chair, Councillor A Bubb asked the Democratic Support Officer if they would be able to advertise information in relation to talks and events at the museums in the Members' Bulletin which got circulated to Borough Councillors on a two weekly basis.



The Assistant Head of Museums provided an update on the Kick the Dust Norfolk project.

The Assistant Head of Museums highlighted that on page 28, they encountered a formatting error within the report and confirmed they would share those details within that section of the report in more detail with the Committee after the meeting.

Councillor M de Whalley commended officers on the work they had done with younger people. In response to a question raised by Councillor M de Whalley, the Assistant Head of Museums explained their core funding was secured for 4 years through Arts Council England which meant they were able to maintain their team of project workers based across the county who had been delivering the programmes. He added they also received revenue funding from Public Health Norfolk and were looking to develop their relationship and if that was successful, they would see additional activity happening particularly focused around mental health outcomes. The Assistant Head of Museums explained the new National Lottery Heritage Funding bid was a way to take the practice developed in Norfolk and extend that learning across the whole of the East of England and the East Midlands working in partnership with the Museum Development Agencies.

In response to a question raised by County Councillor M Chenery of Horsbrugh, the Assistant Head of Museums advised he would get in contact with the Kick the Dust coordinator to provide County Councillor M Chenery with an update in relation to developing new partnerships.

Councillor A Kemp asked what areas were being looked into for people to work with Kick the Dust. In response, the Assistant Head of Museums explained they had trainees based in a number of different settings. He added as part of the development phase for the Your Heritage, Your Future project, they had a trainee at True's Yard. Through the Kick the Dust programme, they were also working with the King's Lynn and Gaywood library in terms of developing libraries as a base for some of the community work and were continuing to engage with young people.

The Chair, Councillor A Bubb asked whether there would be an opportunity to meet with Members of the Kick the Dust in the future. In response, the Assistant Head of Museums suggested inviting the temporary cover Learning and Engagement Officer to a future meeting along with the Kick the Dust coordinator to provide the Committee with an update of the work which was going on in King's Lynn and that would provide an opportunity to introduce some of the young people who were working locally.

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

The Curator of the Lynn Museum reported that due to the free admission period at the Lynn Museum, they got more visitors during the October to March period. He added it looked like the trend was on to be as good as the previous year and were overall pleased with the visitor figures.

Councillor A Kemp asked whether the Committee could be informed of the outcome of the application for the Kick the Dust project which they were getting that week. In response, the Assistant Head of Museums explained the Committee meeting was taking place that week but they were unsure of when the decision would be relayed.

**RESOLVED:** That the report be noted.

8

### **TRUE'S YARD REPORT**

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

County Councillor L Bambridge presented the report of the Museum Curator at True's Yard in her absence. A copy of the report is attached to the minutes.

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

- Temporary exhibitions and events at True's Yard Fisherfolk Museum
  - Exhibition Programme
  - Summer Art Exhibition
  - True's Talks
  - Pat Midgley Memorial Lecture
- Events
- Fundraisers
  - The Mayor's Charity of the Year
  - Gloucester 1682 Talk

Councillor P Bland commented that the Gloucester 1682 Talk was a huge success with over 100 people in attendance.

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

- Friends of True's Yard
- Learning and Outreach
  - Summer Holiday Activities
  - Oral History Project - Capturing Memories

- Social Media
- Visitor Numbers

The Chair, Councillor A Bubb asked how many Friends of True's Yard there were. County Councillor L Bambridge confirmed she would find out.

The Chair raised a further question and asked whether True's Yard took part in the free October to March scheme. In response, County Councillor L Bambridge confirmed they were not included in the scheme but confirmed she had raised that with the Chair, Paul Richards to talk to the Borough Council about.

Councillor M de Whalley asked whether the Summer Exhibition was still going on. County Councillor L Bambridge was unsure but would find out and email to let him know.

Councillor P Bland commented that during his time as Mayor, they had put the Sea Cadets and True's Yard together to work as one Committee and confirmed that they were working well together.

County Councillor L Bambridge echoed the comments made by Councillor P Bland.

**RESOLVED:** That the report be noted.

## 9 STORIES OF LYNN AND TOURIST INFORMATION CENTRE VISITOR FIGURES

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

The visitor figures for the period June to August 2024 were noted. A copy of the visitor figures is attached to the minutes.

The Chair, Councillor A Bubb commented and was pleased they were still producing literature and highlighted it was very important to keep the Tourist Information Centre going as not everybody could access information online.

Councillor M de Whalley highlighted the importance of signposting people to all of the attractions.

The Chair, Councillor A Bubb asked the Democratic Support Officer if they could add 'Items for the next Agenda' going forward on their Agendas.

## 10 DATE OF NEXT MEETING

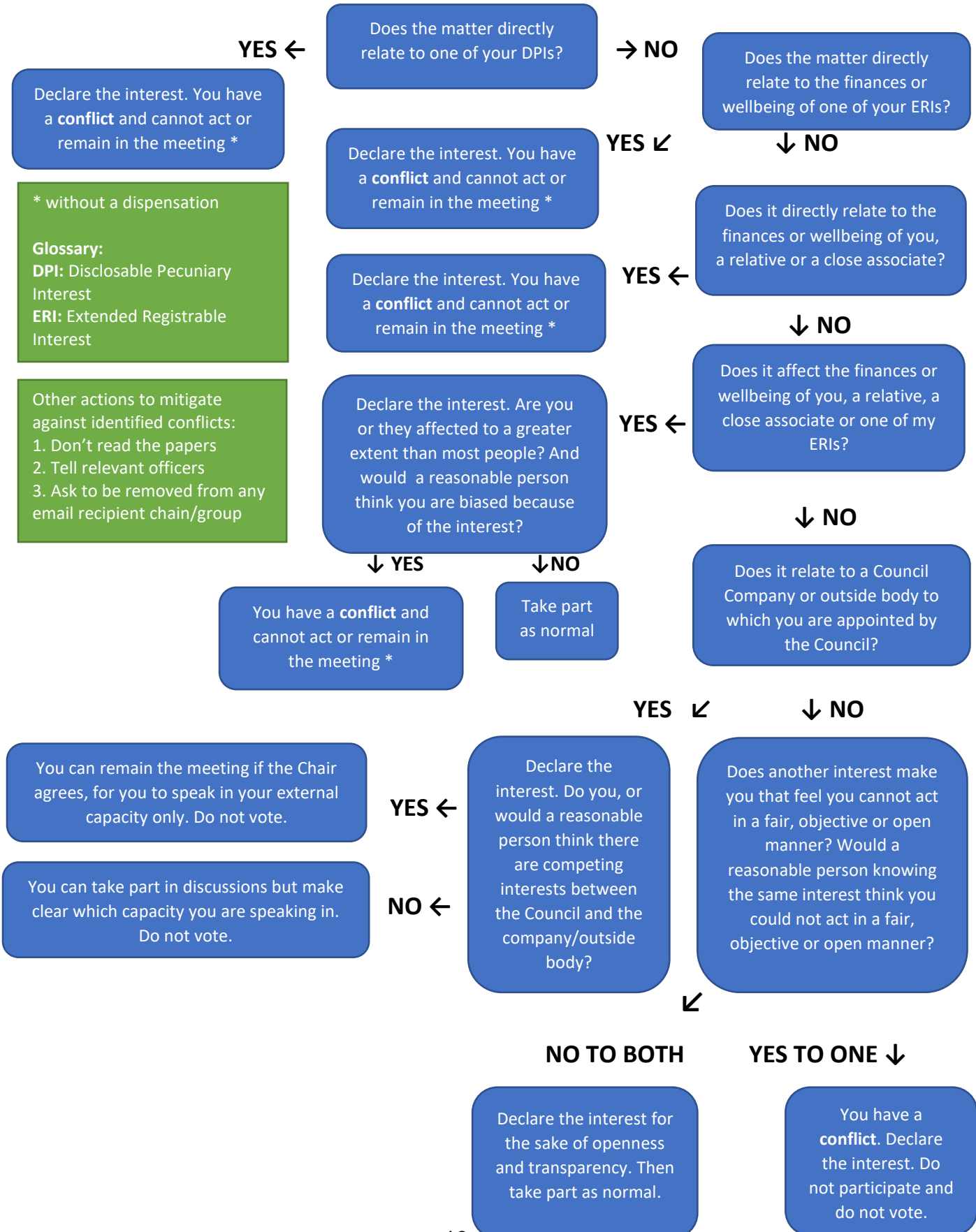
The next meeting of the King's Lynn and West Norfolk Area Museums Committee would be held on 13<sup>th</sup> January 2025 at 2.00pm in the Council Chamber, Town Hall, King's Lynn.

**The meeting closed at 3.40 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**

**13 January 2025                      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 2024 – November 2024**

**1 Exhibitions and events at Lynn Museum**

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

2 February – 15 September 2024

The Moon exhibition finished its run during the reporting period. The displays, together with an associated programme of events and activities were supported by a grant of £10,000 from the UK Shared Prosperity Funding for West Norfolk for arts cultural heritage and creative activities through the Borough Council of King's Lynn & West Norfolk. The exhibition was well received by visitors and helped support the strong performance of visitor numbers at Lynn Museum.

**1.2 Current Exhibition *Woof: A Celebration of Dogs***

Tuesday 1 October 2024 – Sunday 29 June 2025



*Woof: A Celebration of Dogs* opened at Lynn Museum on Tuesday 1 October. This show has been curated in-house, drawing upon natural history, archaeology, art and social history collections. The majority of the items exhibited are from the Lynn Museum reserve collection, supplemented with internal Norfolk Museums Service (NMS) loans from Gressenhall, Norwich Castle and the Norfolk Costume and Textile collections, alongside loans from national collections and from private individuals. The Tate Gallery has loaned three artworks for the exhibition including pieces by David Hockney and Sir Edwin Landseer. The Kennel Club has lent *England Expects*, a painting by Maud Earl of two Toy Bulldogs, an extinct breed.



Oil on canvas *The White Dog* by Vivian Crome, 1883  
from the NMS Norwich collections



Roman coin showing the legend of  
Romulus and Remus, founders of Rome

The exhibition is aimed at a family audience with themes including:

- *Origins of the dog* - a natural history focus, featuring a taxidermy wolf and a dog skull.
- *Early dogs* - archaeological collections including a Roman gold ring with blue glass intaglio and an Egyptian painted panel.
- *Working like a dog* - dogs as working and competing animals.
- *Canine companions* - domesticated dogs.





oil on canvas *Arthur Young and Mrs John Tomlinson* about 1650 by an unknown artist loaned from the NMS Thetford collections

The exhibition has generated some positive publicity. Below are links to features about *Woof*:

[Woof: A Celebration of Dogs - Lynn Museum - Norfolk Museums Service](#)

[Woof! Norfolk exhibition celebrates dogs in art and history - BBC News](#)

[Woof in King's Lynn - Art History News - by Bendor Grosvenor](#)

[BBC Radio Norfolk - BBC Radio Norfolk, Woof: Celebrating dogs through the ages](#)

### **1.3 Family events**

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

The 31 October half-term event on a dogs theme attracted 65 children and a total of 182 participants.

### **1.4 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 in the reporting period have included:

8/9/24 - For Heritage Open Day in September, the trail was space themed with a total of 116 participants

25/10/24-2/11/24 - during October Half Term the trail was dogs themed and there were 173 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:

19/9/24 *Cave Baby* with a total of 29 participants and 13 children.

17/10/24 *Dogs* with a total of 32 participants and 16 children

21/11/24 *Fairytales* with a total of 24 participants and 11 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. In this reporting period there were sessions using the themes of Autumn, Dogs and Christmas:

27/09/24 The September coffee morning was autumn- themed with a corn dolly making activity. There were 23 participants.

25/10/24 In October, 9 people made dog-themed cross stitch keyrings.

29/11/24 The coffee morning at the end of November involved 26 people who made Christmas rag wreaths.

## 1.7 Talks Programme

The Museum normally receive audiences of around 20-30 people for the Friday afternoon talks.

25/10/24 The October talk was *Medicine Through the Ages* by Mandy London with an audience of 28.

29/11/24 The November talk saw Ciara Farrell from the Kennel Club give a talk to 21 people. Her topic was *How Dogs Became Pets*, a history of dogs from working dogs to household companions.

## 1.8 Finds Identification and Recording Day on Saturday 30 November

On the 30 November the Museum worked with our colleagues from the Norfolk County Council Finds Identification and Recording Service to offer an archaeology finds day. This followed up a similar day in the summer. 39 people attended and brought in finds for identification. These partnership events are now planned to take place twice a year – March and October.



**Finds Identification and Recording Day**

Found an archaeological object?

Have you found something interesting like a metal object, coin, piece of pottery or flint? Bring it along to show us!

The Finds Identification and Recording Service from Norfolk County Council will be at the Museum to take a look at your material and talk to you about recording.

**Saturday 30 November 2024**  
**11am-1pm and 2pm-4pm**  
**Lynn Museum**

[www.heritage.norfolk.gov.uk](http://www.heritage.norfolk.gov.uk) [www.lynnmuseum.norfolk.gov.uk](http://www.lynnmuseum.norfolk.gov.uk) [www.finds.org.uk](http://www.finds.org.uk)

The poster features a light blue background with a green header. It displays five archaeological finds: a flint arrowhead, a leaf-shaped metal object, a circular metal object with four knobs, a silver coin, and a decorated wooden object. The text is in green and black, and the logos are in green and black.

## 1.9 Heritage Open Day 8 September

This year's Heritage Open Day saw 708 visitors enjoy a free visit to Lynn Museum, where a special trail had been laid on for families.

## **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 Newmans 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 been working on the cataloguing and documenting material in the museum stores, as part of a planned programme of collections management work supported by the Newman legacy. The team has now enhanced 9,162 object records, audited art works and the contents of 719 boxes.

## **3 Other Museum developments**

### **3.1 Publicity and promotion**

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:

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

[Facebook](#)

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

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, 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](#)

### **3.2 NMS Teaching Museum Trainees**

One 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 also have the Curatorial West Trainee Anna Heffron working at both Thetford and Lynn Museums. Both trainees started work in early April 2024 and have proved to be valuable members of the team.

### 3.3 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. Stock is sourced to complement temporary exhibition themes e.g. current dog-themed stock, as well as to support the permanent collections.



Shop display at Lynn Museum including Christmas gifts

## 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. A number of NMS staff support the ongoing work of the Guildhall project team and NMS is also represented on the Guildhall Project Board.

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 by NMS staff at the Guildhall has included the arrangement of *The Magic of Middle Earth* exhibition (which received 2,458 visitors) and an accompanying events programme. Other exhibitions within the reporting period have included *Lay of the Land* by Paul Barrett and Paul Vater; and *Odyssey*, the work of GCSE and A Level students from West Norfolk

Academy Trust. NMS staff also helped organise and deliver the Dragon Festival at Guildhall. This received over 300 visitors, with activities including axe throwing, live animals and theatre performances.

Norfolk Museums Service continues to support the Borough Council with the delivery of the NLHF-funded *Stories of Lynn* project focussed on King's Lynn Town Hall. NMS manages the Stories of Lynn Learning & Engagement Officer post, which is co-funded by the Borough Council and the NLHF Kick the Dust: Norfolk project. Elizabeth Joisce, the postholder is currently on maternity leave and Holly Spidy has started as her maternity cover.

Local museum staff are liaising with Kate Thaxton, Curator, Royal Norfolk Regimental Museum and Sam Wiggin, NMS Teaching Museum Trainee on a forthcoming exhibition at Stories from March to September 2025 to mark the 80<sup>th</sup> anniversary of VJ Day.

NMS Newman Curator, Dayna Woolbright leads on supporting the Borough Council and Festival Office on collections management advice and support. For Heritage Open Day in September, the museum team worked with Luke Shackell from the Norfolk Record Office arranging a display at the Town Hall: *Vancouver's Legacy: Connections to the American north-west*. Visitors were able to view a selection of paintings by John Horton showing scenes from George Vancouver's exploration and surveying of the American north-west during the early 1790s. They were also able to see the route he took from a copy of one of the charts made and read descriptions of the voyage in his own words through letters to the Admiralty.

The Lynn Museum's free admission period started again in October and will run until the end of March 2025. This free admission period is provided under the terms of the Service Level Agreement between the Borough Council and NMS.

## **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 for teachers explains what is on offer at Lynn Museum for pupils at Key Stage 2.

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

Lynn Museum learning staff continue to work closely with Borough Council and NMS colleagues at Stories of Lynn 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.



Museum Learning Assistant Hayley Simmons at Lynn Museum with a stoneware Bellarmine jar, used in learning session with a visiting school group

## **6. Kick the Dust – countywide project update**

Following the successful conclusion of the National Lottery Heritage Fund funded Kick the Dust project, Norfolk Museums Service (NMS) has continued to deliver Kick the Dust activity for young people using funding secured through an Arts Council England NPO Uplift award for the period 2023-27. This funding enables NMS to continue to support young people aged 13-25 in the three Levelling up for Culture places of Great Yarmouth, King's Lynn and Thetford. The programme enables young people to participate in high quality cultural and heritage activities that develop their creative and digital skills and potential, as well as preparing them for the workplace.

During 2024-25 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 strengthening partnership working between museum and library staff, increasing levels of cultural engagement by young people in a sustained way, through the successful Kick the Dust approach to youth engagement that uses the three-stage progression model of 'Player-



*Shaper-Leader*'. The programme is 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 continue to be 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 start of the project covering the period 1/5/23 to 30/11/24.

#### **Number of interventions with young people:**

In this time period there has been **3,440** interventions involving **1,356** individual young people taking part in **2,361** hours of quality activity. 97% 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:

- 21% of activity was at Player level (to introduce new young people to the project)
- 56% at Shaper level (longer term project with young people determining the content)
- 23% at Leader level (long term engagement – young people leading projects, acting at governance level, mentoring staff)
- 71% of all activity involves young people in leading and designing projects

#### **Breakdown of activity taking place in each area:**

- 30% (174 opportunities) in Kings Lynn, (inc Gressenhall),
- 26% (154 opportunities) in Thetford
- 21% (127 opportunities) in the East (covering Great Yarmouth, Cromer)
- 21% (128 opportunities) in Norwich
- 2% (11 opportunities) outside of area and 3 other opportunities for our online work experience programme targeted at Thetford and Kings Lynn young people.

- 68 volunteering opportunities have been provided, with 3 young people taking on the role of Project Assistant and 12 as a Young Ambassador.
- Of all delivery, 82% 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, using the free pass which forms part of the Kick the Dust offer.

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. 9 staff and volunteers took part in the Mental Health First Aid training with the YMCA Norfolk team in September and October as an accredited course, 6 members of staff and volunteers completed the Mentoring and Coaching course in November 2024. Three of the team have undertaken Arts Award training to add additional value to the programme enabling young people who have limited experience of gaining a qualification in arts to achieve.

The team are developing a new Masterclass programme to support our young people who wish to apply for external funding to deliver activity in NMS as part of the Kick the Dust offer. This will be rolled out in February/March 2025 following the piloting with some of the Young Ambassadors.

Our offer to support young people around the important theme of mental health and wellbeing is on-going and is now measured through the evaluation framework using data from the young people's feedback forms as well as narrative evaluation the results of which form part of this report. Working with colleagues in NCC Public Health and NCC Performance and Governance teams we have been able to interrogate the data around impact on mental wellbeing and match this to the interviews with the young people engaged in the narrative evaluation programme. Up to 30/11/24 data shows that 31% of individual young people who have taken part in Kick the Dust identify as having a mental health issue showing the need for this programme, although this has dropped from 43% in the last quarter and is consistent with findings from last month. Through a systematic approach to evaluation, in partnership with Norfolk Library and Information Service, the team can demonstrate the impact on mental health on those taking part and the young people can monitor their progress through the programme in relation to skills, confidence and mental health.

NMS and NCC continue to work together through the 'Making Creative Futures' group, chaired by the Kick the Dust Project Coordinator, where members from across NCC Children's Services and Norfolk Public Health identify ways to engage the hardest to reach and most vulnerable children and young people. The focus is on mental health and wellbeing and accessibility for young people facing multiple barriers to engagement. 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 30/11/24

- FE/HE – 34%
- YMCA clients – 7%
- Secondary schools – 26%
- Young people with mental health issues – 31%
- SEND – 9%
- Outside of mainstream education – 26%
- NEET – 29%
- Looked after children and adopted living those at home - 1%
- Care Leavers – 1%
- Young Carers – 2%
- New arrivals and refugees – 5%
- Pregnant young mums and teenage parents – 0%
- Other groups – 27%

In terms of how young people find out about Kick the Dust, the Kick the Dust website is being used effectively with 30% of young people finding out about the project through the updated web pages ([Kick the Dust - Norfolk Museums](#)) and 23% through social media posts; 28% through a family member or friend, 15% coming via one of our partner organisations and 23% having already taken part in a previous Kick the Dust project. As more young people join having taken part in a previous Kick the Dust project this is impacting on questions relating to knowledge and understanding of heritage and job roles within NMS with 70% stating that they are aware of different job roles in NMS ahead of starting a new project although on reflection following their engagement this rises to 85%.

As young people move through Kick the Dust the impacts on their confidence and mental health and wellbeing increases. 16% of all young people have been part of Kick the Dust since May 2023, 7% for 6 months to a year, 27% for 3-6 months and 59% under 3 months.

### **Evaluating the impacts on mental health and wellbeing**

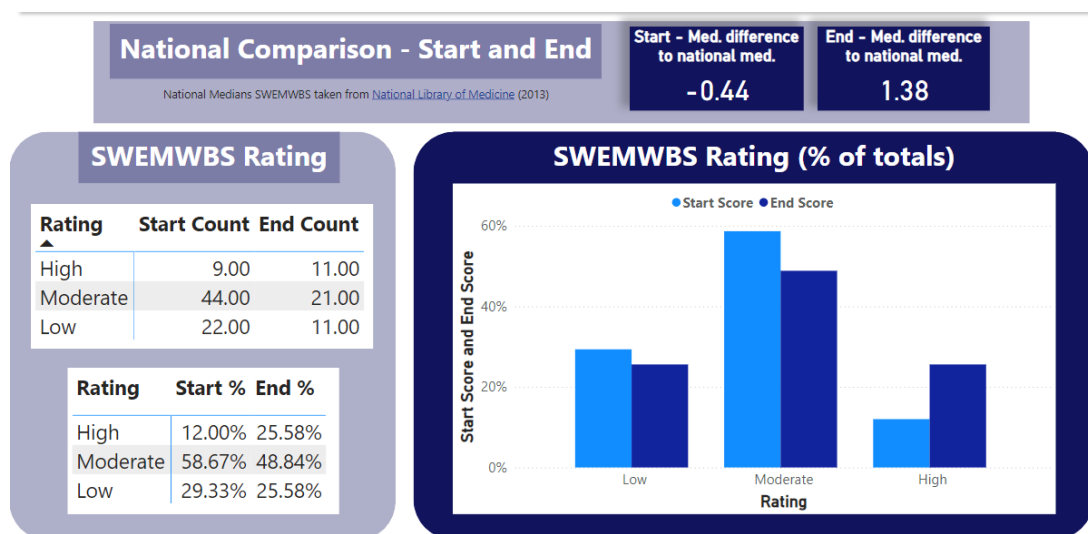
The new young people's feedback form includes the 78 positively worded items from the Warwick-Edinburgh Mental Well-being scale for assessing a populations' mental wellbeing.

From the Young People feedback forms, following their involvement in Kick the Dust, **89%** strongly agreed that this had had a positive impact on their mental health and wellbeing. An additional question has been added to identify young people with neurodivergent tendencies and is showing that since March **47%** 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.



The following graphs show the impact on young people’s mental health and wellbeing using the Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) from the responses given by the young people between June 2023 and October 2024 who completed Part 1 and Part 2 of the young people feedback forms. Part 1 is completed at the start of the programme and Part 2 at the end, following a one-to-one session with the Project Worker.

The graph shows the difference between Norfolk young people at the start and end of their engagement against the National Average (2013 research). At start our young people were **-0.44** BELOW the National Average and at end they are **+1.38** ABOVE the National average.



This graph shows more young people are in HIGH mental health bracket at end than at the start of their engagement which correlates to the data from the narrative evaluation with **89%** stating that Kick the Dust is having a positive impact on their mental health and wellbeing.

Additional data shows the impact across specific programmes and the correlation between the length of activity and the number of sessions each young person takes part in.

The following statistics are taken from the evaluation dashboard:

- 70% of all activity has made a positive difference to young people’s mental health
- Projects running weekly and over a long period of time at SHAPER level are giving most impact (+3.45% increase)
- Intense short-term projects like the Curator Camps as part of the work experience offer give similar impact to longer term projects meeting weekly where there is opportunity to shape the outcome (+3.17% increase)
- For young people operating at LEADER level (e.g. though the Youth Board) the impact is similar as young people have a real voice and can influence key decisions around youth engagement (+2.57%)

Many of our activities fall into the Player level, where young people gain experience and understanding but are not developing their own interpretation

for a project/ exhibition etc. This still contributes to the overall positive outcomes, and it is through this progression pathway that young people's confidence increases for them to take part in Shaper activities (+1.30% increase).

From the additional questions asked of the young people, the programme continues to meet their needs and is helping them see themselves in a museum or heritage setting. 96% state the programme had gone above their expectations and 100% state they felt welcomed and respected by staff and volunteers.

*The following percentages are for those strongly agreeing or agreeing with each statement. Unless stated otherwise, the remaining percentage for each question answered fell into the 'neither agreed nor disagreed' response for each statement.*

- 96% of all young people strongly agreed that the museum was a safe space for young people like themselves who were struggling;
- 87% strongly agreed they were given a voice that was listened to (13% said they were but only some of the time);
- 81% strongly agreed that they understood heritage better than they had done before taking part
- 76% strongly agreed that following their engagement heritage was more relevant
- 70% strongly agreed that heritage represented young people like themselves;
- 85% stated they now had a greater understanding of museums and the job roles available with 78% strongly agreeing that they felt there were jobs for them in the sector;
- 89% strongly agreed that the skills they had acquired would be useful to them in the future (3% disagreed);
- 78% strongly agreed they felt more connected to their local community than previously, which is one of the aims of the project (2% disagreed);
- 50% agreed that their involvement had helped them to explore and feel more connected to their own identity and heritage (15% disagreed);
- 90% stated they were now more likely to volunteer (2% disagreed).

## **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 coming to the end of 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: one of our former YMCA young people and former Kick the Dust trainee has progressed onto an Access Course at Norwich College with a view to applying for university in 2025, others have secured employment. Another former YMCA young person and Kick the Dust trainee has secured a full-time permanent position in the Norwich Castle Visitor Services team. Both young people cite Kick the Dust for giving them the confidence to take these steps. 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 2 to run projects in Kings Lynn and Norwich adding more value to our offer for young people. Following on from this the team are developing a new Masterclass Development Programme to support other young people in becoming freelancers and in applying for grants to run co-delivered activity with NMS.

Quotes from our Young Ambassadors and others regarding their engagement in Kick the Dust 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) *'I have now been offered a place on an access course to help me realise my dream of going to university next year'*

*'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 just wanted to send a quick email to thank yourself, Leona and the Youth Board for all their help as I got offered a job a couple days ago! The job starts at the end of the month ...I have had multiple one to one sessions .. to help me with the job search process, looking over my CV and in general boosting my confidence! Being a part of this programme and having such a strong support network has given me hope that I will be able to work in heritage soon. Whilst this current job will pay the bills, I would love to continue this contact to help find a heritage engagement job next summer/ autumn when I am able to move wherever I like!'* (Imogen, Young Ambassador)

*'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)

Responses to the Curator Camp in Thetford held in summer 2024 included statements such as 'this project made me feel happy', 'this project has increased my confidence', 'I now work better with other people'.

## **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:**

Dr Robin Hanley

Assistant Head of Museums (Head of Service Delivery)

Shirehall, Market Avenue, Norwich NR1 3JQ

Tel: 01603 493663 e-mail: [robin.hanley@norfolk.gov.uk](mailto:robin.hanley@norfolk.gov.uk)



## **TRUE'S YARD FISHERFOLK MUSEUM REPORT**

**Report by Museum Curator**

**December 2024**

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

#### **1.1 Exhibition Programme.**

Our next exhibition will celebrate the history of the Timber Trade in King's Lynn. It will be followed by an exhibition celebrating the 20<sup>th</sup> anniversary of King's Lynn joining the Hanseatic League

#### **1.2 Summer Art Exhibition**

Our annual art exhibition theme for 2025 is being finalised but the provisional title is *True's Yard Artists at Work*. We want to celebrate our artistic volunteers and supporters.

#### **1.3 True's Talks**

Our spring programme will launch on 3<sup>rd</sup> February and will run to 21st March between 1pm-2pm. Subjects include Medieval Ship Graffiti, the History and Archaeology of St Margaret's Priory and the Jewish Cemetery. All talks will take place on Thursdays between They remain free to attend.

#### **1.4 Pat Midgley Memorial Lecture**

To celebrate the 10<sup>th</sup> anniversary of our annual memorial lecture we got the incredible, Dr Jago Cooper, Executive Director of the Sainsbury Centre and professor of Art and Archaeology at the University of East Anglia. His lecture 'Museums of the Future' enjoyed 58 attendees and was extremely thought provoking. The radical concept introduced at the Sainsbury's Centre of ceasing to think of collections as property but as living things and that, their responsibility should be to give them their best life.

### **Other Museum Developments**

#### **2. Events**

##### **Christmas Events**

**Saturday 30<sup>th</sup> November** we held a Fantastical Christmas Creatures Trail, Storytelling of J.R.R. Tolkien's *Letters from Father Christmas*, Letter writing to Santa, Games and Fun! Decorating the cottages for Christmas was not something we had done before but it really cemented that these were lived in spaces. We had 19 families attend.

**Wednesday 11<sup>th</sup> December** All Saints Church Carol Service. We had a full house (100 attendees) and the event was attended by both the Mayor and High Sheriff of Norfolk. The performances by North Wootton School Choir proved particularly popular.

**Saturday 14<sup>th</sup> December** Christmas Quiz and Christmas Shop. Both events proved popular and brought in much needed income.

**18<sup>th</sup> December 7:30pm** – Mayor’s Charity Christmas Film Night fundraiser at Corn Exchange Cinema. It’s a Wonderful Life or Home Alone.

### **3. Fundraisers**

#### **3.1 The Mayor’s Charity of the Year**

This year we were most fortunate to be selected alongside the King’s Lynn Sea Cadets as the Mayor’s chosen charities. Our Fundraising Committee and Friends of True’s Yard have banded together with the Sea Cadets Committee to put on several successful events. The next being the Christmas films showing at the Corn Exchange on 18<sup>th</sup> December.

#### **3.2 Friends of True’s Yard**

We are most fortunate to have an active and supportive Friends group. This year in particular they have really stepped up to help with our Mayor’s Charity events as well as their own fundraisers.

### **4. Partnerships**

#### **4.1 Collusion- Queer stories of Lynn**

The Museum has previously worked with Collusion on several of their projects in the town and was due to be involved in the above named project in 2025.

Unfortunately, a defamatory article published in the *Sunday Telegraph* [30/11/2024] that was not only bad publicity but also featured false information about the Museum’s involvement with the project. We were made aware of this when we started receiving complaints from stakeholders and volunteers. We contacted Collusion for an explanation and made a post on our social media channels correcting the misinformation. This, remarkably, did not go down well with Collusion who seemed surprised at our defending ourselves.

The worrying aspect was that the information coincided with the first draft press release provided by Collusion and Historic England which we had previously raised concerns because they’d stated a permanent display would be put in True’s Yard at the end of the project. This was not something we had agreed to and they agreed to change the wording of the press release at our meeting on 12<sup>th</sup> November 2024. We had agreed in principle to a temporary display but the content would need to be viewed in advance. True’s Yard is an Accredited Museum and Charity and we must adhere to the Museums Association Code of Ethics and thought this was made clear.

After an email exchange, Collusion made the decision to proceed with a different project partner. We wish them well.

---

## 5. Learning and Outreach

### 5.1. Activities

#### Slime and Bubbles & Victorian Fairground Activity Days

13<sup>th</sup> August - Slime and Bubbles – this activity proved to be incredibly popular with 81 children and 65 adults. In future, we will be having designated slots for these activities as demand outstripped supply at one point.

27<sup>th</sup> August- Victorian Summer funfair - 83 attendees.

#### October Half term

Halloween themed activities – 70 attendees.



### 5.2 Oral History Project- Capturing Memories

Our new Oral History Committee is hard at work capturing new oral histories and so far 16 new stories have been recorded (last report 11). The new project ‘Capturing Memories’ will focus on recording the memories of the last generation of Northenders and those of the people of Lynn.

### 5.3 Social Media

Currently the Museum’s Facebook page has 2.4k followers; Twitter/X has 1,454 followers, and Instagram 468 Followers (last report 439).

## 6 Visitor Numbers

Figures for 1<sup>st</sup> April 2024 –17<sup>th</sup> December 2024 =8,714

## 7 Resource Implications

### Grants

#### West Norfolk Lives

We were successful in our application to the West Norfolk Lives Fund for £15,000



towards running costs. The terms of the grant was that the Museum will be free entry 2 days a week. We have selected Wednesdays, which are currently our quietest day and Saturdays, which opens the Museum up to family and working people.

### **Warms Spaces Fund**

We were successful in our application to the Norfolk Community Foundation Warm Spaces fund. We have received £1,000 to provide a warm space this winter and to set up a Chat and Natter group Friday mornings (with free refreshments) as well as board game and Dungeon and Dragons.

## **8 Recommendations**

That the Area Committee note the report.

Originator of report:  
Lindsey Bavin  
Museum Curator  
True's Yard Fisherfolk Museum  
Tel: 01553770479  
e-mail: [info@truesyard.co.uk](mailto:info@truesyard.co.uk)



**Item:** Tourism Marketing Update

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

**Date:** 13<sup>th</sup> January 2025

**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 June 2024 to present day. To note, the department had a temporary Tourism Support Officer in post from May 2024 until early November 2024. Since that time the Tourism department is down to one member of staff.

**2 Printed marketing**

As regularly mentioned in our reports 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 they thus have to wait for a slightly longer period of time for a restock of any reprinted version of our current titles.

**2.1 Discover King's Lynn**

110,000 copies of the 2024 edition of this popular leaflet were produced during the early summer of 2024 and subsequently distributed across 200+ venues (both local and regional venues) by two distribution companies.

**2.2 Hunstanton Mini Guide and Downham Market Mini Guide**

In early Spring 2025 we plan to run another 40,000 copies of the updated *Hunstanton Mini Guide* and another quantity of 12,750 copies of the updated *Downham Market Mini Guide* at that same time.

**2.3 New publication: Downham Market Gingerbread Trail**

The Tourism department launched a new self-guided trail for Downham Market town centre in July 2024, with a well-attended public launch event held at the Discover Downham Heritage Centre. In an ongoing rolling production, copies of the full-colour booklet are mainly available from the heritage centre and downloadable online, with copies often also found at the Downham Market Town Hall and the Downham Market Train Station when available. It has recently undergone a third reprint, and a fresh design of the front cover is to happen later in the year.

**New publication: Norfolk Coast - Myths & Legends**

The Tourism department held a pre-public launch event during the *Fear in the Fens* Festival in King's Lynn in late October 2024 for its new *Norfolk Coast: Myths & Legends* booklet. The department has been working on this distinctive booklet for over 18 months, with both the creative presentation (using sound, video and narrative performance elements) and the booklet itself received very positive feedback from the festival attendees during that weekend in October 2024. After learning from that trial launch event, the Tourism department plans to hold a trilogy of public events across the Norfolk coast in the late winter and early spring for this new high-quality booklet, dependent on finding the right venues to present the audiovisual elements. The booklet itself focusses on out-of-season tourism across the atmospheric Norfolk coast, touching upon folklore, dark history and Lord Nelson.

## 2.4 Other publications

The Borough Council is supporting the King's Lynn Town Guides once again by soon arranging the print and distribution of the *2025 King's Lynn Guided Walks* programme ahead of the Easter 2025 start of the new Town Guides walks programme.

The Tourism Department once again supported the print of the *King's Lynn Heritage Open Day* booklet during the summer of 2024, leading up to the very successful early September 2024 event for the town.

## 3 **Digital marketing**

### 3.1 [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com)

We use the website content for our promotional articles and blog posts highlighting local activities and attractions, all researched, written and promoted by the Tourism Support Officer and/or any interim support in place of that post. The Tourism department ran a one-month paid Facebook Ads campaign during October 2024 to boost our website's "free and low-cost things to do in west Norfolk" content.

### [www.explorewestnorfolk.co.uk](http://www.explorewestnorfolk.co.uk)

We still promote our Explore West Norfolk website in our e-shots and other marketing materials on an ongoing basis, such as within the new *Downham Market Gingerbread Trail* booklet. However, Explore West Norfolk was originally funded as a tool to attract visitors to our area during out-of-season times and, as such, we tend to heavily promote the Visit West Norfolk website for the spring and summer, and the *Explore West Norfolk* website for the autumn and winter.

### [www.sailthewash.com](http://www.sailthewash.com)

The Tourism Department is not the lead on the Sail the Wash project though, as a marketing and promotions department, we will once again soon fund a Sail the Wash advert to appear in the 2025 edition of the Norfolk Coast Guardian and we encourage collaborative efforts from the other leisure sailing/mooring destinations within the project for ongoing future promotion of the website.

### 3.2 Website traffic

The Visit West Norfolk website continues to exceed our 10% growth KPI projection and received well over a quarter of a million visits to our Visit West Norfolk website for the calendar year of 2024. Our Explore West Norfolk website (devoted to walking/cycling trails and rural exploration) is also seeing very good growth in website visits, again with well over a quarter of a million visits for the same calendar year. These figures remain based on basic organic growth as opposed to continuous periods of paid promotion for the website. As mentioned elsewhere in the report, the Tourism department did, however, run a very modest one-month paid Facebook Ads campaign during October 2024 to boost our "low-cost things to do in west Norfolk" content.

### 3.3 Events & Activities

With regards to notable events which were held during the period covered by this report, there was a full and varied programme of festivals held across west Norfolk, with one of the last summer-season events of year being the Heritage Open Day event held around King's Lynn town centre with a classic car show too (subsequent reports of fantastic attendance figures for the whole event), and west Norfolk-wide Christmas and New Year's Eve events. Autumn period festivals included the 27<sup>th</sup>-29<sup>th</sup> September 2024 Literary Festival and the

sold-out late October 2024 'Fear in the Fens' weekend in King's Lynn celebrating folklore and folk horror.

The Tourism department produce, post and repost social media content promoting such events and activities, and we made a great deal of promotional material for events for our themed visitor e-shots, blog posts and activity across the department's social networks leading up to bank holidays and seasonal offerings. Such event and activity-based content included: low-cost and 'rainy day' activities in west Norfolk, Halloween events for all the family, dog-friendly venues, Norfolk Food Week content, etc.

### 3.4 Business e-shots

Local tourism businesses and organisations on the tourism department's business contacts database continue to receive a fortnightly e-shot (latest tourism business news in email format) from the department, though with a gap in activity during March-May 2024 as highlighted in a previous report, and from November-December 2024 – both periods of time due to staff shortages within the department. Such tourism business-related e-shots often include: grant schemes and other relevant funding news, sponsorship opportunities, free or low-cost staff training events, networking opportunities and business events, tourism industry-related themed weeks of promotion, etc.

### 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) remains one e-shot sent every fortnight. The focus of each e-shot (often themed) being to promote a set of 3-4 events or attractions, accommodation and/or activities which would take the average visitor at least a couple of days' stay in the area to see and do. Such tourism consumer-related e-shots often include: seasonal promotions (such as Christmas events), walking trails, events and festivals, travelling advice and accommodation offers, etc.

## 4 **Planned activity**

### 4.1 West Norfolk Tourism Development Plan - Actions

The Tourism department remains dedicated to working on actions directly related to the six strategic aims within the *West Norfolk Tourism Development Plan* for 2022-26. The 5-year plan has seen ongoing evaluation by businesses and councillors and, in Autumn 2024, has had its agreed actions formally accepted by the borough council. As previously reported, it focusses on six key strategic aims to assist west Norfolk's tourism development, and work continues on resolving actions taken from the aims. To take examples from two aims within the strategy, the Tourism department is to take action to support **the development of the cultural product** for west Norfolk (some actions include the formation of a brand new self-guided trail for visitors to Downham Market, the creation of a primarily out-of-season Hunstanton and wider Norfolk Coast tourism product which includes content on Lord Nelson, and ongoing support for King's Lynn's Hanseatic connections and opportunities), and to take action on supporting **innovation and tech** in west Norfolk, such as guiding Discover Downham Heritage Centre's use of AI-driven image upscaling software for their archival work.

## 5 **Other developments**

### 5.1 Shared Prosperity Fund Projects

The Tourism department are doing ongoing work on a range of current SPF funded projects, which include the final stage of work on the regeneration of items at the West Lynn Pavilion (specifically the fitting of three exterior interpretation boards), a brand new exterior

interpretation board devoted to King's Lynn's medieval connection to the Hanse League (to be placed on the South Quay) and the department supporting the creation of a Hanseatic art mural to be created in the town centre in March 2025 to help celebrate the town's 20<sup>th</sup> Anniversary of rejoining the Hanse League.

Another SPF-supported project which the Tourism department is currently working on is an online e-learning version of the West Norfolk Ambassadors Course - and will give a more detailed report on that project in the next King's Lynn & West Norfolk Area Museums Committee report.

## 5.2 Software

We continue to use the content gained through our use of the User Generated Content platform Snapsea ([www.snapsea.io](http://www.snapsea.io)) software through our Instagram account to enhance, inform and grow our future promotional interactions with potential visitors to west. We are now towards the end of our initial 12-month 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.

Due to our extensive experience in using image upscaling software (primarily Topaz GigaPixel 6.0) we also plan to support the Discover Downham Heritage Centre in their use of the latest iteration of the software for re-evaluating their extensive image archives, in-house exhibition content boards, and nurturing interest in that AI-driven software from young student placements at the heritage centre.

### *The World Trade Market, Excel London, October 2024*

The Tourism department went to the leading WTM tourism event in London in October 2024 and attended the conferences there which focussed on tech and software for the Tourism industry. The main conclusions taken from the event were that AI has become the main Tourism industry tool in driving marketing and promotion for visitor growth (including 'good' bots mining websites such as our own for use on other main tourism platforms and portals: that our own content is read by AI as authentic answers to user questions and reach a much wider audience that way), alongside AI-assisted sustainable tourism aims and growth in such business practices.

### *The Explore West Norfolk Apps – to be discontinued in 2025*

After six years on the app stores, our two apps on the Explore West Norfolk platform reach their end-of-life state later in 2025 after much updating of their code over the years to meet the changing requirements on the Android and Apple app stores. As the accompanying website (built utilising Web 2.0) has the exact same content as both of those apps (including an interactive itinerary builder on the website), and with the website performing more consistently than the apps, the department does not see this natural end of the two apps in a negative way.

## 5.3 The Hanse League

The Tourism department, as Chair and administrator for the Europe-wide Hanse Sustainable Working Group, organised an online 'peer learning event' in September 2024, which included three speakers from across Europe who outlined a range of their innovative sustainable business practices (the event theme being 'water') to all attendees. Feedback from the event was very positive and a follow-up online event, this time devoted to sustainable business practices focussing on 'energy', is planned for the Spring of 2025.

The Tourism department remains a member of both the King's Lynn Hanse Club and the

King's Lynn Hanse Festival Committee, the Senior Tourism Officer also in attendance at the annual International Hanse Festivals held in Hanse cities across northern Europe during June every year, to represent the Hanse town of King's Lynn.

#### 5.4 West Norfolk Tourism Business Event

After the forthcoming West Norfolk Tourism Forum AGM (to be held in mid-January 2025), the Tourism department will finalise the booking of presenters and the full agenda for the 'West Norfolk Tourism Business Summit '25' event, held in King's Lynn in March 2025 and promoted to local businesses via different platforms including Eventbrite and LinkedIn. The Senior Tourism Officer was the organiser of the inaugural March 2024 West Norfolk Tourism Business Summit evening event and aims to build upon the positive feedback received from that first summit event.

#### 5.5 Partnerships

5.5.1 West Norfolk Tourism continues to work with Visit Norfolk and the Visit East of England LVEP (the Local Visitor Economy Partnership) to promote the county and wider area as one of the 'DMO Coalition' members from across East Anglia.

5.5.2 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 (June 2024-January 2025):

- British Destinations.
- 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 Walsingham Way Group.
- Norfolk & Suffolk DMO Coalition.
- Norfolk Coast Partnership / AONB.
- Norfolk Tourism Best Practice Group.
- Visit Norfolk [Visit West Norfolk 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

Phil Eke, Senior Tourism Officer, Borough Council of King's Lynn & West Norfolk

E-mail – [phillip.eke@west-norfolk.gov.uk](mailto:phillip.eke@west-norfolk.gov.uk)

**Stories of Lynn and Tourist Information Centre Visitor Figures**

**Stories of Lynn**

<b>Month</b>	<b>Total entries</b>	<b>Cumulative</b>	<b>Schools</b>
<b>Sep-24</b>	2866	<b>7013</b>	0
<b>Oct-24</b>	677	<b>7690</b>	0
<b>Nov-24</b>	412	<b>8102</b>	234

**Tourist Information Centre**

<b>Month</b>	<b>In Person Enquiry</b>	<b>Telephone Enquiry</b>	<b>Email Enquiry</b>	<b>Overseas Visitors</b>	<b>Pontoon Enquiry</b>	<b>Accommodation Enquiry</b>	<b>Tourism Pack sent out</b>
Sep-24	1293	147	13	5	10	3	10
Oct-24	929	106	11	7	4	1	4
Nov-24	659	75	7	1	4	0	6