

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, 13th March, 2017 at 2.15 pm in the
Lynn Museum**

PRESENT: Councillor Mrs E Nockolds (Chairman)
Councillors M Chenery of Horsburgh, Mrs E Nockolds, T Smith, A Tyler,
T Wing-Pentelow and Mrs A Wright
Norfolk County Councillor J Ward

Officers:

Tim Humphreys – Borough Council of King's Lynn and West Norfolk
Dr R Hanley, Hannah Jackson, Imogen Clarke, Dayna Woolbright – Norfolk
Museums Service
Susan Thompson – Friends of Lynn Museum

1 APOLOGIES FOR ABSENCE

An apology for absence was received from L Bavin, True's Yard
Museum.

2 MINUTES

RESOLVED: The minutes of the previous meeting held on 19
December 2016 were approved 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 WESTERN AREA MANAGER

The Committee received the report from the Head of Operations and
Learning as circulated with the Agenda.

Hannah Jackson, Dayna Woolbright and Imogen Clarke from the
Museums Services presented the report.

The above officers responded to questions relating to:

- Museum events being published on the Visit West Norfolk website.
- Social media to promote Museum events.
- Google Arts – allowed the Museum to create online exhibitions. The first exhibition Blubber, Bone and Baleen, exploring the history of the whaling industry using collections from Lynn Museum had received 5,000 hits. This initiative was covered by local media, Lynn News and ITV Anglia News.

In response to questions relating to the ‘mystery shopping’ scheme, it was explained that as a result of the comments received, the Museums team had updated information on the Museum website and answerphone and renovated the signage at the museum entrance, addressing comments relating to the appearance of the front of the museum which were made by the mystery shoppers.

S Thompson, Chairman of the Friends of the Museum reported that the Friends were continuing to offer a varied programme and that the newsletter was now being produced in a different format and printed in-house which gave a saving.

In response to a question regarding the Junior Friends of the Museum, S Thompson explained that the Friends often gained new recruits which events were being run in the school holidays. The Junior Friends had been introduced as a pilot scheme and Lynn Museum was the only museum in the area to trial the scheme.

The Chairman, Councillor Mrs Nockolds advised that Arts Council funding had been secured by the King’s Lynn Festival Board which will be used to provide a pop up music event in the Museum, during one afternoon in July.

County Councillor Ward suggested that enlarged pictures be placed next to the display of pilgrim badges to enable visitors to view the collection easier. S Thompson added that the Friends could possibly assist with providing pictures for the pilgrim badges.

The Norfolk Museums Officer provided an overview of the TITAN scheme which had been introduced in 2015 and gave an example of assisting a young man who was a student of the scheme to return to his home.

The Head of Operations and Learning advised of a recent bid to the HLF for “Kick Dust” project which was part of a one-off HLF programme. The outcome of the bid would be announced in June 2017 and an update would be given at the next meeting.

In response to questions regarding opportunities for young people, the Head of Operations and Learning explained that wherever possible the Museums Service support work experience students, volunteering

opportunities, etc. It was reported that a new trainee would commence with the Museums Service in April 2017.

The Chairman, Councillor Mrs Nockolds commented that the Museum could be promoted during the Hanse Festival period in the Newsletter.

The visitor figures were tabled and it was reported that numbers were 1800 down for the same period last year.

The Chairman, Councillor Mrs Nockolds thanked the Museums Services for the report and congratulated officers on the work involved with Google Arts and wished Imogen Clarke, the Teaching Museum Trainee every success for the future. Imogen commented that she had thoroughly enjoyed her time with the Museums Services and the opportunity had equipped her with new skills and confidence which would assist her in obtaining future employment.

The Chairman, Councillor Mrs Nockolds also expressed thanks to the Friends of the Museum for the event held prior to the meeting, the unveiling of two restored paintings (the Langley portraits) which they had helped to restore.

6 **REPORT FROM TRUE'S YARD MUSEUM**

The Committee received and noted the report which was circulated with the Agenda.

7 **REPORT FROM THE BOROUGH COUNCIL**

The Tourism Manager presented the report which provided the Committee with updates on tourism marketing and development activities since September 2016. Key tourism marketing had continued, with production of the full range of printed guides for 2017 whilst also continuing to focus more attention on digital activity, especially the new Visit West Norfolk mobile app. It was explained that visitors could devise their own trail through the App

Copies of the following publications were tabled:

- West Norfolk Holiday Guide 2017.
- Where to go in West Norfolk 2017.
- Discover King's Lynn.
- Explore the Visit West Norfolk App.

The Tourism Manager explained that the Borough Council continued to work with Norfolk County Council's Environment Team on project proposals such as the Coastal Treasures Project which sought Coastal Community Team funding.

In response to questions regarding businesses advertising on the Visit West Norfolk app, the Tourism Manager advised that any business should contact: publicity@west-norfolk.gov.uk. The Tourism Manager explained that business could currently advertise free of charge, but a charge would be introduced from July 2017.

8 **FUTURE MEETINGS**

AGREED: The following dates were confirmed for future meetings in 2017:

5 June, 2.15 pm in the Card Room, Town Hall, King's Lynn

9 October, 2.15 pm in the Card Room, Town Hall, King's Lynn

The meeting closed at 4.02 pm