

POLICY REVIEW & DEVELOPMENT REPORT

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Will be subject to a future Cabinet Report:	NO
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OPEN	

Regeneration, Environment and Community Panel

Date: 28 October 2015

Subject: Review of Borough Council's involvement in Hanseatic activities

Summary

The Borough Council of King's Lynn and West Norfolk is a member of the new Hanseatic League or Die Hanse. This report presents a review of the Borough Council's involvement in Hanseatic activities.

Recommendations

That the Panel notes the report.

BACKGROUND

1. As a medieval town, King's Lynn was part of a powerful trade organisation called the Hanseatic League, which included cities located around the North and Baltic Seas. Hanse, as a word, was first used in 1266 by German tradesmen working in England and rapidly evolved from a merchant's union to a union of over 200 towns and cities whose aim was the "preservation and expansion of city freedom, protection of trading routes by land and sea, jurisdiction over conflicts among members [...] and support during war with manpower and ships."¹The union existed until 1669, when the last official Hanse meeting took place in Lubeck.
2. In 1980, a group of forty-three former Hanseatic League members met in Zwolle (Netherlands) and reinstated the Hanse Union under the name of Die Hanse. England has currently three members in the Die Hanse: King's Lynn (joined 2005), Hull (2014) and Boston (2015). Scotland has two members: Aberdeen and Edinburgh (joined 2014). Today, Die Hanse has 185 member towns and cities in 16 European countries.
3. Die Hanse is governed by three key bodies: the Assembly, the Commission and the Council. Each member country appoints a Commissioner, with the exception of Germany (five Commissioners due to the large number of members) for a three-year mandate. The English Hanse Commissioner is Cllr Nick Daubney, Leader of the Council.
4. Hanseatic towns and cities across Europe celebrate this magnificent common heritage through several initiatives, events and activities, although there are four main initiatives that all members are invited to take part in:
5. *Official International Hanse Day* - celebrated every year across Hanseatic towns and cities on the third Saturday in May;

¹ Dittrich, K, *Lubeck Die Hansestadt und ihre Geschichte*, Weiland (2005)

6. *Hansetag* (International Hanseatic Days) - a four-day annual event hosted by a Hanseatic town / city. The host town / city status to organise the Hansetag has been allocated to 2039.

7. *HANSEartWORK* – creative platform that showcases pieces of contemporary art work based on Hanseatic themes

8. *youthHanse* – is the youth organisation of the Hanse whose aims are to encourage young people and youth groups from Hanseatic towns and cities to come together and work on initiatives of common interest and stimulate youth exchanges and partnerships

9. *BusinessHANSE* – is the economic alliance of the Hanse whose aim is to foster trade and business cooperation across Hanse Economic Area. The Borough Council is one of the 24 co-founding members of BusinessHANSE.

10. Since its creation two years ago, BusinessHANSE has attracted 142 members in nine European countries: 112 businesses, 24 local authorities and 4 universities.

11. BusinessHANSE is governed by a General Assembly and a seven-strong Advisory Board made up of 5 business representatives, including Commerzbank, Germany's second largest bank, and two local authorities, one of which is the Borough Council. The Borough Council is represented on the Board by Cllr Nick Daubney, Leader of the Council.

12. In February 2015, King's Lynn has been appointed as a Hanse Kontor, the official BusinessHANSE office in England.

HANSE & TOURISM

13. King's Lynn Hanseatic heritage is a unique selling point in the promotion of King's Lynn as a visitor destination and this is already acknowledged in several ways:

- Key section on Hanseatic King's Lynn on visitwestnorfolk.com, the borough's official tourism website
- Hanseatic projection on the Custom House
- The Hanse Trail
- Hanse features prominently in the Stories for Lynn project at the Town Hall
- Hanse House complex - recent private investment in the Grade I listed Hanse House (c. 1485), the only surviving Hanseatic warehouse in England, has brought significant economic, cultural and leisure activity to the South Quay

14. Furthermore, developing King's Lynn role as a visitor destination is a key objective of the emerging West Norfolk Destination Management Plan prepared by the Borough Council and West Norfolk Tourism forum, which together form the Destination Management Organisation for the borough. Specific actions include "promotion of King's Lynn distinctive maritime history and Hanseatic heritage".

HANSE & CORPORATE PRIORITIES

15. The Borough Council's involvement in Hanse activities meets the following corporate priorities as stated in the Corporate Business plan 2011-2015:

People in West Norfolk benefit from a growing economy

- Stimulate business growth and investment:
 - support new and growing businesses and promote business successes
 - promote West Norfolk as an area to invest in
 - promote and support our tourism offer
- Develop vibrant town centres:
 - support events and programmes to attract people in our town centres

- help our town centres adapt successfully to changing retail, cultural and leisure trends

People in West Norfolk maximise their potential

- Help young people succeed:
 - support education establishments to improve the attainment levels of young people

People in West Norfolk live in thriving communities

- Help people value their cultural heritage:
 - Preserve and enhance the cultural and historical assets of the area

WORK AREAS

16. The Borough Council has been promoting King's Lynn's Hanseatic heritage for several years through events celebrating International Hanse Day that include music, markets, arts & crafts and children activities. One of such celebrations was the 2009 Hanse Festival, when Lisa von Lubeck, a reconstruction of a 15th century Hanseatic caravel sailed from Lubeck to King's Lynn to take part in the festival. The pontoons which were purchased for that special occasion have been re-used two years ago and now form the permanent pontoon facility at South Quay.

17. Over the past two years, the Borough Council's involvement in Hanse initiatives has focused on three main areas: stimulating trade and export through BusinessHANSE, celebration of the official International Hanse Day (King's Lynn Hanse Festival) and promotion of the Hanseatic Town of King's Lynn at the Hansetag. The following sections describe this involvement in more detail.

18. In 2015, King's Lynn celebrates its 10th anniversary since becoming a member of the new Hanse. To mark this special occasion, the Borough Council organised a one-off event that included a Business Convention inspired by the Hanseatic trade heritage and a special Hanse Festival that tried to capture the many facets of this rich social and cultural heritage. The organising committee was made up of: Cllr Nick Daubney, Leader of the Council, Cllr Elizabeth Nockolds, Cabinet Member for Culture, Heritage and Health, Cllr Avril Wright, Borough Council's Heritage Champion, Dr Paul Richards, Chairman of King's Lynn Hanse Club, Sharon Clifton, Communications Manager and Ostap Paparega, Regeneration & Economic Development Manager.

19. The Hanse event was part of the Borough Council's annual programme of events that included GEAR, Festival of Lights, Magna Carta, Freedom and Forties weekend, Classic Car Show & Beer, Barbers and Butchers at the Heritage Open Days.

Hanse Business Convention (Fri 15 May)

20. International trade and investment are vital for a country's prosperity and a key generator of local economic growth. Facilitating access to new markets and stimulating overseas trade opportunities for local companies is a top priority for the Borough Council of King's Lynn and West Norfolk.

21. Hanse membership offers unique opportunities to access new markets located in an economic area spanning across 16 European countries including Germany, Norway, Finland, Sweden, Poland, Estonia, Latvia, Lithuania, France and Iceland with a combined population of over 300 million and combined GDP of over \$10,000 billion².

22. The Business Convention's aims were to promote these opportunities among local businesses and also offer a networking platform with other local and overseas business representatives.

² <http://data.worldbank.org/>



Participants at the Hanse Business Convention, King's Lynn, 15 May 2015

23. *Keynote speakers:* Dr Hermann Hauser KBE, UK Business Ambassador, Professor Simon Anholt, winner of 2009 Nobel's Colloquia Prize for Leadership in Economics and Management and Dr Andreas Prothmann, Minister for Economic Affairs, Energy and Global Issues at the German Embassy in London.

24. Dr Hermann Hauser KBE is co-founder of Amadeus Capital Partners, a leading technology investor, which raised over \$1bn for investment and backed more than 100 companies in the software, mobile, internet, cyber security and medical technology sectors with a global investment team in the UK, Sweden, USA, India and South Africa.

25. "Distinguished as a science-based innovator and serial-entrepreneur whose ventures have been at the forefront of UK innovation. A major contributor to the global technology and growth agendas and an influential member of senior policy making bodies. An inspiration and role-model for generations of entrepreneurs who has been directly involved in many companies, providing enthusiasm, mentoring, and financing leading to technology based wealth creation at scale." (The Royal Society)

26. Some of Dr Hauser's key achievements include spinning-out ARM of Acorn Computers (ARM microchips outsold Intel by 20 to 1 in 2014) and being linked to five of the 11 one-billion companies produced by Cambridge.

27. Simon Anholt is an independent policy advisor who helps national, regional and city governments develop and implement strategies for enhanced economic, political and cultural engagement with other countries.

28. During the last 12 years, Simon Anholt has advised the governments of more than 40 countries on questions of national identity and reputation, public diplomacy, trade, tourism, cultural and educational relations, export and foreign investment promotion. He works closely with heads of state, heads of government, ministers, private sector and civil society leaders in a series of unique one-day policy planning workshops. He was a member of the Foreign Office Public Diplomacy Board and collaborates frequently with multilateral institutions including the United Nations, NATO, the World Bank and the European Union.

29. In 2009 Simon Anholt was awarded the tenth annual Nobel's Colloquia Prize for Leadership in Economics and Management "...for his pioneering work on understanding and managing the identity and image of nations, cities and regions; and the impact of reputation on their prosperity and competitiveness." The award is made by a committee of ten Nobel Laureates in Economics.³

30. Dr Andreas Prothmann studied law at Passau, Geneva and Singapore Universities. He entered the German Federal Foreign Office in 1988 and worked in the International Law Department in Bonn. His diplomatic assignments took him to Moscow (Political, 1991-94), Seattle (DHM, 1994-96) and Tashkent (DHM, 1999-2003). From 2003 to 2006, he worked in the Human Resources Division at the Federal Foreign Office in Berlin, followed by an assignment as Minister-Counselor (Political) at the German Embassy in Washington DC. From 2009 to 2013, Dr Prothmann was Head of the WMD-related Export Controls and Nuclear Non-Proliferation Division of the Federal Foreign Office. Since 2013, he is Minister for Economic Affairs, Energy and Global Issues at the German Embassy in London.

31. *Workshops by:*

UK Trade & Investment, UK Export Finance, Enterprise Europe Network, Norfolk Chamber of Commerce and Business HANSE on available support for business growth.

32. *1:1 sessions* for local businesses with UK Trade & Investment, UK Export Finance and Enterprise Europe Network on specific business growth issue



Funding hub at Hanse Business Convention, King's Lynn, 15 May 2015

33. *Funding hub* - Growth Accelerator programmes from the GCGP and New Anglia LEPs and Enterprise Europe Network on UK and EU funding programmes totalling more than £1bn.

³ <http://www.simonanholt.com>



34. *Business networking* events including the business event at the Town Hall hosted by the Mayor with Liz Truss MP, Secretary of State for Environment, Food and Rural Affairs as the guest speaker.



Liz Truss MP in conversation with Manfred Schurkamp, Die Hanse Vice-President and Gerald Blome, East Westphalia Chamber of Commerce

35. Business convention outcomes

- 95 business participants
- Very good media coverage (BBC Norfolk, EDP, YLP, Lynn News)
- Excellent social media activity – tweets / retweets by businesses
 - @socialready tweeted “excellent event, excellent speakers, very thought provoking!”
- Local membership of Business HANSE increased from 5 to 15 local businesses including Palm Paper, KL Technologies, Lawtronic Ltd. and Learning Technologies.
- Also, GCGP LEP and Norfolk Chamber of Commerce became members after the convention.
- Direct advice from UK Trade & Investment, UK Export Finance, Enterprise Europe Network, GCGP and New Anglia LEP and Norfolk Chamber of Commerce on funding for businesses, business support and export opportunities.
- Opportunities for local businesses to raise issues directly with the Secretary of State for Environment, Food and Rural Affairs and Henry Bellingham MP.
- Exploratory business trip to Germany in August by Learning Resources Ltd, which was covered in the local and regional press.

36. It is well known that establishing business connections and winning new contracts in local, national or international markets is extremely competitive and challenging and it usually takes a long time for new business networks to turn opportunities into cash.

37. In its very short existence the Business HANSE has organised business networking events in 6 cities in Germany, France and Russia with over 170 participants, four trade missions to Estonia and Russia and business-to-business events in Germany, France, Russia, Finland and the UK.

38. At local level, we have facilitated visits for a German manufacturer of heating systems to two local companies in May, although they didn't result in any concrete cooperation or deals.

39. In September, we have received a request from a German company to facilitate an introduction to a high quality cider maker. With the help of Greater Cambridge Greater Peterborough Local Enterprise Partnership, we were able to identify a premium cider maker who is very interested in a potential collaboration.

40. The idea originated from two key facts: Germany has the largest apple plantation in Europe and the UK has the best technology and know-how and this business proposition aims to use British knowledge and technology to launch a new premium cider on the German market using local produce. A meeting of the respective managing directors to discuss this potential business cooperation will take place in due course.

41. Cost of involvement in Business HANSE activities - £13,000.

King's Lynn Hanse Festival (Sat 16 & Sun 17 May)

42. This year's Festival was a one-off event celebrating the 10th anniversary since King's Lynn joined the new Hanse as well as the International Hanse Day (official Hanse day) and included:

43. Children *interactive art workshops* with Hanseatic themes at the Arts Centre. Cost: £1,440.

44. Crazy Composers - *Community & Educational Music Project* – unique collaboration between The Children’s Company (winner of two BAFTAs for *The Rottentrolls*, the innovative puppet and live-action drama series, and *Ripley and Scuff*, the flagship early years series) and a 60 pupil choir from the Whitefriars Primary Academy. Several workshops at the school with professional musicians, concert at the school for over 200 children and their parents and concert in the Minster with Hanse Orchestra of King’s Lynn. Cost: £4,845.

45. *Hanse Orchestra of King’s Lynn*, 20 world class professional baroque musicians from the UK, Germany, Denmark, Poland who performed two concerts, one in the Minster and King’s Staithe Square respectively. Popular pieces by composers from the Hanseatic period including Handel, Bach and Telemann. Some of the musicians took part in a series of workshops with pupils at the Whitefriars Academy (see above). Cost: £7,500.

46. *Medieval activities:*

- *parade* on waterfront and town centre with over 60 characters in medieval costumes
- *market* (arts & crafts) – 15 traders selling hand-made products
- *interactive activities and demonstrations* for children & families with Cordwainer, Potter, Chapman, Alchemist, Spicer, Tailor, Painter, Cook, Blacksmith, Netmaker and Tiler as well as Have A Go Archery sessions.
- *medieval dancing (10 dancers)* – demonstrations and public participation
- *medieval music* – King’s Lynn Waites

Cost: £12,850

47. *Music festival* in King’s Staithe Square – live performances by Arstidir (Iceland), winners of the 21st Eiserner Eversteiner Folk Music Award in 2012, multi-award winning folk group Roving Crows (England), traditional folk group Marga Muzika (Lithuania), jazz band Smitty’s Big Four (England) and Jessie’s Ghost (King’s Lynn).

Cost: £14,725



Marga Muzika performing in King’s Staithe Square at King’s Lynn Hanse Festival, 16-17 May 2015

48. *Kampen Kogge* – Dutch replica of a 14th century Hanseatic Kogge. She sailed from the Hanseatic town of Kampen to King's Lynn to take part in the Hanse Festival. King's Lynn and Kampen had direct trade links during medieval times as members of the Hanseatic League.

Cost: £9,000



Kampen Kogge at South Quay Pontoons, King's Lynn Hanse Festival, 16-17 May 2015

49. Guided walks (Hanseatic Trail) and talks

Cost: free

50. Fireworks on Saturday night. Cost: £4,500



South Quay during Hanse Festival 2015

51. Cost of logistics (security, medical cover, stage, seating, sound, lighting): £14,000

52. Cost of marketing: £5,500

53. Hanse Festival outcomes:

- Largely a family event that celebrates King's Lynn's Hanseatic identity and heritage.
- Weekend numbers on the waterfront approx. 3,000 - 4,000.
- Footfall up by over 2,000 in the Town Centre compared with same weekend last year.
- Over 2,000 went on board Kampen Kogge. Mainly families with children.
- 60 children at the Whitefriars Academy took part in the Crazy Composers project, a community and educational music project designed to promote King's Lynn's Hanseatic heritage through the music of great composers. The project focused on the music and life of Handel, a prominent baroque composer with close ties to England. The children then performed as a choir with the Hanse Orchestra of King's Lynn in the 12th century Minster in a unique collaboration with the Hanse Orchestra of King's Lynn
- Over 200 pupils and their parents attended a presentation on the choir's work and a special concert at the Whitefriars Primary Academy
- Appendix 1 includes an independent evaluation of the Crazy Composers project commissioned by the Diocese of Norwich
- 105 children participated in art workshops at the Arts Centre.

- Record sales reported by the three businesses on the waterfront.
- Very good media coverage across all platforms.
- Excellent overall feedback from participants, families and local key stakeholders.
- Visitors / participants from Germany, Holland, France, Iceland, Estonia, Russia, Poland, Lithuania.

54. King's Lynn Hanse Festival Spin-off event

Following the Hanse Festival's success over the past two years, the Borough Council has been approached by the organiser of the popular medieval festival Loxwood Joust and manager of the award-winning choral ensemble Mediaeval Baebes, who performed at the Hanse Festival 2014, to organise a medieval Christmas Event in King's Lynn between Friday 11th and Sunday 13th December, which will include:

- Christmas Market (Friday-Sunday) on Tuesday Market Place (granite area), which will include The Mary Rose Pop-up Museum brought to King's Lynn by the Mary Rose Museum in Southampton
- Medieval banquet in the Stone Hall (Town Hall) on Friday 11th December
- Christmas carols concert by the Medieval Baebes in St Nicholas Church on Sunday 13th December.

Tickets for the banquet and concert can be purchased online or at King's Lynn Tourist Information Centre. Entrance to the Christmas Market is free of charge.

Full details at <http://www.kingslynnchristmas.co.uk/>

55. Hansetag - International Hanseatic Days in Viljandi (Estonia), 4th – 7th June 2015

The Borough Council participation included:

- Promotional stand:
 - King's Lynn Historic Hanseatic Town pop-up display (2.2m x 3m)
- Pop up banners:
 - King's Lynn Hanseatic town
 - Discover King's Lynn
 - Visit Sandringham House
- Promotional bags:
 - Where To Go & What to Do
 - Discover King's Lynn
 - Bespoke King's Lynn leaflets
 - Hanseatic trail leaflets
 - King's Lynn Pilgrimage Trail
 - King's Lynn Guided Walks
 - Sail the Wash

Cost: £1,340



King's Lynn stand at the Hansestag / International Hanseatic Days

International Hanse Day 2016

56. Next year, the International Hanse Day is on Saturday 22 May and the proposal is for an event of a much smaller scale, which again will be part of the annual programme of events.

57. In the meantime, building on the success of the Festival of Light Project, the Borough Council is preparing a bid under one of the European Territorial Cooperation Programmes for a three year programme that would include a comprehensive programme of events.

**The Children Company Crazy Composers project in collaboration with the
The Hanse Orchestra of King's Lynn**

Whitefriars Church of England Academy King's Lynn

Supported by

The Borough Council of King's Lynn & West Norfolk

Project Evaluation June 2015

The Crazy Composers project, led and directed by Robert Howes MD of the Children's Company, took place from February to May 2015.

Children from Whitefriars C of E Primary Academy were involved in the project. 58 Year 5 children (aged 9-10) took part in the workshops and performance in school, and 31 took part in the Hanse Festival concert in the Minster on May 17th. The children come from a variety of socioeconomic and cultural backgrounds, and a range of academic achievement, including some children with Special Educational Needs. The group included a number of children who come from minority ethnic groups and those who speak English as an additional language.

The project was supported by the Borough Council of King's Lynn & West Norfolk.

The aims of the programme were to:

- Provide an opportunity for children to perform with the Hanse Orchestra of King's Lynn at the Hanse Festival.
- Ensure the performance was of the highest quality.
- To work with the Borough Council of King's Lynn and West Norfolk in promoting the Hanse Festival to children and their families.
- To develop understanding of the importance of the Hanseatic League in King's Lynn
- Provide opportunities to use music to encourage creative expression through performance.
- Nurture a love of music,
- Provide hands on experience of writing/composing music
- Provide opportunities to witness and experience excellence
- Provide personal contact with world class baroque musicians
- Encourage the understanding that Classical music is open to all
- Inspire and empower children to become enthusiastic explorers, journalists and forensic investigators through this unique and fun musical experience.
- To promote community cohesion and the benefits of cultural diversity.

Intended outcomes included:

A deepening of musical and cultural understanding, based in participation, including

- Basic knowledge of orchestras, instruments and how they sound, with a particular focus on Baroque instruments
- Encouraging participation and interaction between the performer and the listener
- Developing an understanding of the history and cultural background of Handel as an immigrant to the UK.

A sustainable model for future musical education

- To inspire children so that they aspire to further the skills, knowledge and understanding that they gain through participation in the project.
- Collaboration with the school to ensure that the work begun will continue and be developed further.
- For the Children's Company and Hanse orchestra to further develop its own Education brand suitable for many different applications and situations

Context

Robert Howes and Julie Cooper, composer in residence, worked with the children over a period of 4 days in school between February and May 2015. It became clear to Robert that additional visits to school were necessary in order to achieve the set aims, so he made 2 additional visits to work with the children. Some musicians from The Hanse Orchestra of King's Lynn joined Julie and Robert on the final day in school. Children were given the opportunity to learn about the baroque instruments, to listen to the different sounds of the instruments and to hear the orchestra play. The children rehearsed the Crazy Composers song with the orchestra and in the afternoon performed the song to the whole school. The performance took the form of a workshop, where Robert Howes and the Y5 children involved in the project explained what they had learned about Handel, Music and the Hanse League to other children.

On the final day children were invited to listen to the Hanse Orchestra performance in the Minster. They took part in a rehearsal with the full orchestra and performed the Crazy Composers song to an audience of their parents, school staff, Council members and members of the community.

Schedules were prepared for each visit, with clear outcomes, which were shared with the Headteacher and staff. Notes were taken of the activities and outcomes of each session. A professional cameraman filmed the rehearsal and performance in the Minster on the final day.

Role of the independent Education Adviser

As the independent education advisor to the project I was asked to look at the impact of the project. I gave some input to the initial programme, and received plans and notes for each visit. I was present on the first day of the project, and the 3rd and 4th days in school, and at the rehearsal and performance at the Minster on May 17th. I spoke to children, staff, the head-teacher, parents and musicians, and developed evaluation questionnaires for children, parents and staff. These were distributed by the school and returned to me for analysis.

Education Advisor's Observations

What did the children learn?

It was clear that the children made outstanding progress in their performance skills, during the course of the project. They learned the importance of the need to work together, and to watch and listen to the conductor. Their singing improved and they learned the importance of precise articulation. This was due to the enthusiasm and expertise of Robert supported by Julie. They responded well to the very structured programme and the high expectations of what they could achieve. Robert and Julie developed excellent relationships with the children and took time to assess their capabilities and prior knowledge and skills. As a result children showed increasing confidence in asking and responding to questions, gaining new knowledge and skills. They stated that they became more confident in their ability to perform. Time was given to listen to the children and to adapt the programme to meet their needs.

The performance in school and at the Minster was testimony to how much the children's skills and confidence had grown.

Children reported that they learned about instruments they had never heard of before. They enjoyed working with the orchestra and listening to different sounds. The members of the orchestra who visited the school were skilled in engaging the children's interest and furthering their knowledge. Children responded with enthusiasm to hearing the instruments played and discovering the history of baroque instruments, and the comparison with their modern equivalents. They were interested to hear that some of the musicians came from different European countries. Children were interested and engaged, because of the thoughtful preparation for the visit and the ability of Robert Howes and the musicians to respond appropriately to the children's enthusiasm and questions. It was evident that children gained much new knowledge and understanding about baroque instruments, and the orchestra.

Children were given an opportunity to work with professional musicians, to learn more about how an orchestra works and to rehearse with the musicians. On the final day the children who attended the Minster Concert were able to work with the full orchestra, and to listen to a concert of baroque music, played by world-class musicians. Children reported that they felt nervous at first, but then they felt proud, excited and happy. One child reported that she had phoned everyone she knew to tell them about the experience. Another child stated she learned that "singing is a way of expressing yourself" Staff reported that children had learned how to use and control their voices, and the importance of team work in a choir. Parents commented on how much children gained from performing on a stage in front of a big audience, and how the project had included children of all abilities. One parent spoke about the confidence her son had gained though being involved in the project especially having his individual contribution valued and recognized. The school website states "The children performed brilliantly and gave it their all"

It was very evident how much the children's knowledge, skills and confidence had developed over the course of the programme. For example the children clearly gained much knowledge about the life and work of Handel. Children and staff commented on how much the children had learned about musical terminology. Children particularly liked using Italian words such as piano, pianissimo, forte. They learned the names of instruments and how they sound, and how the sound is generated. Many of the children reported that as a result of the project they want to learn to play an instrument, or master an instrument they have begun to learn to play.

In response to the question: “Was there anything we could have done to make it better for you?” Children reported that they would have liked more time with the orchestra, and they would have liked to have performed more songs. Some children would have liked to play an instrument. Time constraints made this unfeasible on this occasion, but is perhaps something to consider in future projects.

Most children responded to this question by stating “Nothing, it was perfect/great “

What did the staff learn?

Staff reported that they had learned about baroque instruments, and had gained in knowledge about musical terminology. One member of staff reported that they now have a better understanding of how a concert is developed from start to finish. They commented on how the children’s enthusiasm and confidence had grown, and how well they performed with the orchestra.

Staff identified the need to build on what had been learned by:

- Using key terminology in future lessons
- Developing children’s music vocabulary
- Introducing children to a wider range of different composers
- Continuing to build cross-curricular links.

Parents’ views

One of the aims of the Crazy Composers/Hanse Orchestra project was to introduce Baroque music to a new audience and to promote the Hanse Celebration in Kings Lynn to a wide audience.

Many parents and family members attended the concert in the Minster on May 17th to support their children. The parents came from a variety of ethnic, cultural and socioeconomic backgrounds. The parents I spoke to were very proud of their children’s performance, and enjoyed the Hanse Orchestra concert. Many of those families went on the Quay to hear more of the orchestra. This was a starting point in bringing the festival and baroque music to a new audience. Parents commented on how much they enjoyed the Hanse Festival.

Next steps

For the school

To build on the enthusiasm, skills and knowledge gained through the Crazy Composers Project.

To consider the responses of the children to the project, which include; taking part in more performances, learning to master instruments and to take part in the next Hanse Celebration.

For the Crazy Composers Project in general

To continue to provide a bespoke programme for each school involved in the project.

To ensure that schools are given support to build on the work carried out in the school, through collaboration with local music service providers where possible.

For the Hanse Crazy Composers Project.

This pilot project involved one school in King's Lynn and was initiated in order to support the Hanse Festival in May 2015.

This could lead to a very exciting project, which would benefit children in all the Primary Schools in King's Lynn, and in other Hanseatic League cities, bringing together the next generation of Hanseatic League citizens, fostering strong links between schools across Europe. Children and young people of all ages could be involved.

This would not only benefit children's musical development, but would also provide opportunities for children to learn more about their own and other people's history, geography and culture.

A Hanseatic children's choir could be brought together physically or through the medium of new technology, with King's Lynn leading the way.

For the Hanse Orchestra of King's Lynn

The concerts performed by the Hanse Orchestra were well attended and received much acclaim from the audiences in the Minster and on the Quay. This was a unique experience for a new potential audience. The programme was accessible to all, varied and included some well known pieces and some lesser known pieces of Baroque music. The chosen pieces were by composers linked to other Hanseatic League cities. Explanations about the music and the composers were succinct, interesting and informative, and helped any newcomers to classical music to understand the context of the works.

This pilot could form the starting point for future concerts in King's Lynn and other Hanseatic cities across Europe, to promote the importance of music throughout the history of the Hanseatic League and the common language that music brings, that needs no translation.

The musicians involved with the school and in the concert reported that they really enjoyed the experience, and this was evident in the way they responded to the children's performance and contributions.

Conclusion

Most of the stated aims of the programme were achieved and surpassed, despite the short timescale. Children from Whitefriars C of E Primary Academy gave a high-class performance at King's Lynn Minster with the Hanse Orchestra of King's Lynn to an audience of their families, and members of the community. A professional cameraman filmed the performance and concert. The resulting film will provide evidence of this.

Evidence from questionnaire and discussion with children, staff and parents demonstrates that the Crazy Composers project was successful in nurturing a love of music. All involved enjoyed taking part and wish to continue to develop their knowledge and skills.

All the evidence shows that children and staff benefitted from the opportunities to witness and experience excellence through working with Robert Howes, Julie Cooper and musicians from the Hanse Orchestra. The children were enabled to become enthusiastic explorers, journalists and forensic investigators through this unique and fun musical experience. This was only possible because those leading the programme with

had experience of working with children and young people and were excellent musicians.

Children showed that they enjoyed exposure to classical music. One child wrote, " I've learned that not all music is rock or pop music". Children and their families reported that they had learned about the Hanse League, and enjoyed taking part in the Festival.

In terms of the intended outcomes, these were also achieved and exceeded. There is much evidence to show that children gained a deepening of musical and cultural understanding, based in participation, including gaining a basic knowledge of orchestras, baroque instruments and how they sound. Care was taken to ensure that the language and approach used throughout the project were appropriate to the age and stage of these children's learning. Links were made with other subjects, including geography, literature, and history. It was clear that much of this was new knowledge, and that all concerned were inspired to find out more.

The success of the programme was due to the high quality experience provided for the children through a well structured but flexible programme, the opportunity to work with excellent musicians, who were able to engage, inspire and enthuse them. The children's comments in their evaluations demonstrate powerfully that the Crazy Composers project gave children confidence, joy, and the motivation to further develop their musical skills, knowledge and understanding.

One child spoke for many when she wrote; "Thank you it was the best thing ever. " Others wrote that the experience was 'awesome' and 'amazing'.

This pilot project has the potential to develop into a unique creative arts programme, which would further promote the work of the Hanse League and enhance the musical experiences of many more children and teachers.

"The fact that children can make beautiful music is less significant than the fact that music can make beautiful children." Shirley Lavender.

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