

**NORFOLK COUNTY COUNCIL**

**BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK**

**KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE**

**Notes of a meeting of the above Committee held on  
Monday 16 March 2015 at 2.15 pm in the  
Committee Suite, King's Court, Chapel Street, King's Lynn**

**PRESENT:**

Councillor Mrs E A Nockolds	- Borough Council of King's Lynn & West Norfolk (Chairman)
Councillor A Tyler	- Borough Council of King's Lynn & West Norfolk
Councillor A J Wright	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs A Wright	- Borough Council of King's Lynn & West Norfolk
County Councillor M Chenery	- Norfolk County Council
County Councillor D Collis	- Norfolk County Council
County Councillor H Humphrey	- Norfolk County Council (Vice-Chairman)
County Councillor J Ward	- Chairman of Joint Museums Committee
Dr R Hanley	- Norfolk Museums Service
Ms M Hawker	- Norfolk Museums Service
Mr T Humphreys	- Borough Council of King's Lynn & West Norfolk
Ms H Jackson	- Norfolk Museums Service
Mrs B Moore	- Democratic Services Officer, Borough Council of King's Lynn & West Norfolk

The meeting was preceded by a tour of the Lynn Museum.

**1 REORGANISATION IN NORFOLK MUSEUMS SERVICE**

The Western Area Manager reported that a restructuring exercise had been undertaken of the Management Team within the Museums Service, as part of the requirement to make funding efficiencies. The roles of Area Manager and Operations Manager had been combined reducing the number to 1 for each of the 3 areas. This new structure was currently being implemented. He advised that w.e.f 1 April 2015, he had been appointed as Head of Operations and Learning with responsibility for oversight of Capital projects and line management of the Area Teams. He would be based primarily in Norwich but would remain the first point of contact for Borough Council colleagues providing continuity of service.

The Committee was advised that the new Operations Manager for the Western Area was Hannah Jackson, who would take up the post w.e.f 1 May 2015. Her role included the operational management of the Lynn Museum, Ancient House at Thetford and Gressenhall Farm and Workhouse, as well as

line management of the *Fenland Project* and *Stories of Lynn Project*. Hannah had previously worked on a number of King's Lynn projects and was currently working closely with King's Lynn colleagues on *King John and the Magna Carta* and *World War 1* projects ensuring continuity would be maintained.

The Chairman, Councillor Mrs Nockolds offered her congratulations to the Western Area Manager and to the forthcoming Operations Manager – West on their appointments and thanked them for their past work. She stated that she was pleased that continuity would be maintained.

In response to questions from Councillors Chenery and Tyler, the Western Area Manager confirmed that he would continue to attend meetings of the Committee and that the Operations Manager – West should be the point of contact for any local day-to-day issues. He also advised that Oliver Bone would be continuing in his role.

**RESOLVED:** That the Area Museums Committee note the report.

**2 APOLOGIES FOR ABSENCE**

Apologies for absence were received from County Councillor T Coke, Councillor J Bracey and Lindsey Bavin.

**3 MINUTES**

The notes of the meeting held on 27 October 2014 were agreed as a correct record.

**4 MATTERS ARISING**

There were none.

**5 DECLARATIONS OF INTEREST**

There were none.

**6 RECENT CHANGES TO NATIONAL CURRICULUM, IMPLICATIONS FOR MUSEUMS SECTOR GENERALLY AND IMPACT/OPPORTUNITIES FOR LYNN MUSEUM AND TOWN HALL**

The Learning Officer, Melissa Hawker, advised that the Museums Service had been working closely with school contacts to develop appropriate programmes to meet the Key Stage 1 and 2 requirements. As implementation was at an early stage this process would be ongoing and flexibility would be required. The recent changes to the history National Curriculum and the impact and opportunities on the service provided by the Museums Service were outlined, as set out below.

Key Stage 1 and 2 for pupils from 5 to 11 years had previously focused on the immediate past, World War 2, the Victorians and the Tudors. The new

curriculum required a chronological approach focussing on Parliament and peasantry and changes within, and just outside, living memory, the period up to 1066 and a small amount of ancient history.

The Key Stage 1 curriculum included the study of Toys through the Ages with an emphasis on changes in living memory and beyond, as well as Roman and Medieval history.

Key Stage 2 had a specific requirement to extend understanding beyond 1066. There was also a requirement to look at the changes between the Stone Age and the Iron Age, which provided an opportunity to look at the Bronze Age, using Seahenge as an important example. Previously this area of study was undertaken by A level students so a different approach would be required to ensure it was appropriate for a younger age group. It was noted that almost 500 pupils had visited the Seahenge exhibition in the current year, representing 45% of all school visits and included schools in Norwich and Cambridge.

There was also a specific requirement under Key Stage 2 to learn about the Roman Empire and its impact on Britain. 20% of school visits related to this aspect of the new geography curriculum providing an opportunity to gather data looking at flooding and using the *Stories of Lynn* project.

It was reported that there had been a surprising level of interest from teachers in local significant figures such as Captain Vancouver and Frederick Savage.

It was highlighted that there was also an opportunity for students to obtain a 'Discover in a Day' Arts Award for their learning and participation in art, which was supported by Arts England. There had been some take up of the scheme from Year 2 pupils in relation to Frederick Savage and Toys through the Ages.

Councillor Wright expressed concern about the focus on archaeology rather than history and asked when pupils would learn about later history. The Chairman, Councillor Mrs Nockolds stated that it was the Government which set the curriculum and the Learning Officer was only doing what had been asked of her. The Learning Officer advised that similar concerns had been expressed by teachers, but it was emphasised that Key Stages 1 and 2 were the target audience for the Museum. Later history would be taught once the students started secondary education. There was the opportunity for a theme to be identified and explored through history. Key Stage 2 teachers needed to undertake a local history study, which could be of any period.

In response to a question from Councillor Tyler about whether the right balance would be achieved between local history and the wider context, the Learning Officer explained that the world wide significance of the Bronze Age Seahenge site could be demonstrated.

Councillor Mrs White commented that it was important to inspire and encourage children, particularly through hands-on experiences. She stated

she was pleased that the Museums Service was working closely with teachers to develop relevant projects.

The Learning Officer acknowledged that it was important to spark enthusiasm at an early age and emphasised that the Museum was not just for children. Reference was made to the Passport Scheme which could be used to pursue learning outside school and obtain qualifications.

In response to a question from the Chairman, Councillor Mrs Nockolds concerning the Museum's transport policy, the Learning Officer advised there was a small amount of funding to help rural schools with transport costs.

**RESOLVED:** That the Area Museums Committee note the report.

## **7 REPORT OF WESTERN AREA MANAGER**

### **King's Lynn Museums Report – October 2014 to February 2015**

The Western Area Manager presented the report which provided Members with information on King's Lynn Museums for the period October 2014 to February 2015 as set out below:

#### **(i) Temporary Exhibitions and Events at Lynn Museum**

The major temporary exhibition for 2014 was *1914-2014: King's Lynn and the First World War*. This exhibition opened on 9 August 2014 and would run until 6 June 2015. Marking the centenary of the outbreak of the Great War, the exhibition explored the town's experience, including damage caused by Zeppelin raids, the Home Front and the role that local businesses played in the war effort. The exhibition featured a broad range of collections including costume, ephemera and Zeppelin fragments. It also featured a model of a Zeppelin complete with sound effects.

A small travelling version of this World War One exhibition had been created and was being loaned to a number of community venues including schools in Upwell and Emneth.

The next temporary exhibition in 2015 would be *Trading Stories: A century of shops crafts and trade*. The exhibition would run from 12 June to 12 July and was an enhanced version of the *Shops and Shopping* travelling exhibition produced by the Fens Museums Partnership as part of the HLF-funded *Fenland Lives & Land* project.

The next major exhibition at Lynn Museum would explore the life and work of Frederick Savage, which was expected to be very popular. This exhibition, *Art of the Mart: Savages – the famous fairground makers of Lynn* would open on 25 July 2015 and would tell the story of King's Lynn's iconic creator of merry-go-rounds – including a close look at the art, craft and design of the fairground. The opening of the exhibition would link to the 2015 King's Lynn Festival. A programme of illustrated talks continued to be offered at Lynn

Museum on Wednesday afternoons. Recent topics had included *The History of Aviation in Norfolk*. Attendances averaged 15 – 25 and most talks were delivered by NMS staff.

An enhanced programme of informal family learning events continued to be offered at the Lynn Museum. Recent ‘drop-in’ events had included:

- *Trick or Treat* – 28 October - 90 participants
- *Christmas Long Ago* – 6 December – 16 participants
- *Carousels and Candy Floss* – 17 February – 66 participants

During February Lynn Museum supported the town-wide programme of Zeppelin activities, culminating in a themed event day at Lynn Museum on Saturday 24 January. There had been 95 attendances at the museum on that day.

During the school holidays the Lynn Museum continued to run popular themed gallery discovery trails including a Halloween themed trail for October half term, a Christmas trail over the Christmas holiday period and a Fairground themed trail in February half term to link with the Mart on Tuesday Market Place.

The Lynn Museum continued to host monthly “coffee morning” style events for adults, with each session exploring different aspects of the collections.

## **(ii) Other Museum Developments**

NMS staff had been supporting Borough Council colleagues with recent improvements to the King’s Lynn Bus Station, including new interpretation. New exterior signage would be installed on the front of the Lynn Museum following completion of bus station improvements and following consultation with the Borough Council’s Conservation Officer. The improvements would provide more outside space for activities and marketing for the Museum.

The refresh of the main exhibition gallery at the Lynn Museum had been completed, utilising funding from the ACE Major Partner Museum programme available in 2014 -15. This refresh had seen the displays enhanced with additional collections, including recent acquisitions and material from the former Town House Museum including Civil War collections and medieval pilgrim badges. The improvements had been designed and delivered by the NMS in-house design and technical team. A new Museum leaflet had been produced, in conjunction with the Council’s marketing team, reflecting the broad range of the collections and programmes available, a copy of which was circulated to the Committee Members.

The Lynn Museum continued to develop its social media presence, with Twitter and Facebook accounts maintained by staff. To the end of February 2015 the Lynn Museum had 158 (131 August 2014) Facebook and 948 (729 August 2014) Twitter followers.

A team of collections volunteers continued to meet on a weekly basis in the NMS offices at Queen Street. Volunteers had continued with a programme of work involving the scanning and cataloguing of the print collections. Nearly one thousand drawings by local artist Henry Baines had now been scanned and given enhanced catalogue entries. The team had now started scanning the Walter Dexter drawing collection and had assisted by digitising photographs of Savages fairground rides in preparation for the summer exhibition.

### **(iii) Friends of King's Lynn Museums**

The Friends were continuing to offer a varied programme for members including lunchtime talks, trips and an annual lecture. The Friends would continue to support the afternoon talks programme being offered at the Lynn Museum during 2015.

The Friends were continuing to fund a programme of fine art conservation. The Friends had also supported the purchase of a number of significant archaeological finds reported under the Treasure Act, including a Bronze Age gold ring and a five hundred year old pomander vinaigrette.

A display to promote the work of the Museum Friends was being planned for the display case in the Lynn Museum reception area. This would include an exhibition of the latest acquisitions, together with fine art conserved with support from the Friends.

The Friends Annual General Meeting took place on Monday 13 October 2014 at Lynn Museum with a strong attendance of Friends members.

### **(iv) Partnerships**

The Lynn Museum free admission period ran from October to March. The free admission period was provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMS.

NMS continued to support the Borough Council with the delivery of the HLF-funded *Stories of Lynn* project focussed on the Town Hall. As well as being part of the Project Steering Group and Project Board, NMS continued to lead on the development and delivery of the project Activity Plan and the development of exhibition designs and site interpretation.

NMS was hosting the two *Stories of Lynn* project funded posts, the Project Curator (12 months) and the Learning and Engagement Officer (48 months). Recruitment had now been completed for both posts, with Dr Andrew Mills appointed to the role of Project Curator and Ruth Farnan appointed to the role of Learning & Engagement Officer. Ruth previously worked on the Fens Museum Partnership's *Fenland Lives & Land* project. Both members of staff would be based in the NMS offices on the first floor of the former Town House Museum in Queen Street. Both were now working closely with colleagues from the Borough Council and the Norfolk Record Office.

The delivery of NMS services in King's Lynn and West Norfolk continued to operate under the terms of the 2014-15 SLA with the Borough Council. Under an extension to this agreement, NMS continued to provide curatorial advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia.

NMS continued to lead the Fens Museums Partnership through the development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives & Land*. The five exhibitions were co-produced by "clusters" of museums and community groups and were now touring a range of community venues across the Fens, including the Lynn Museum.

The Fens Museums Partnership project team organised the *Fen Youth Film Fest* event at King's Lynn Town Hall on 18 November 2014. This event celebrated the diverse range of films produced by young people working with NMS staff and specialist film-making freelancers. An afternoon screening was targeted at local schools and the evening screening showcased a range of films produced for the *Fenland Lives & Land* project and by King's Lynn Museums Youth Forum. The evening included a premiere of the latest Youth forum film *Cathead*. The event was attended by a range of key stakeholders including elected members and project funders Arts Council England and the Heritage Lottery Fund. A number of participants and their families also attended.

The Western Area Manager invited the newly appointed Operations Manager to report on forthcoming events which were currently being planned in conjunction with the Borough Council:

- *Magna Carta 800<sup>th</sup> Anniversary* - Saturday 13<sup>th</sup> and Sunday 14<sup>th</sup> June. Tuesday Market Place would be the main focus of events, with costumed characters, falconry and other displays and craft activities. There would also be a local medieval enactor/storyteller on Baxters Plain, who would be paid using a King John penny, obtainable at the Lynn Museum where the coins would be struck. Local businesses would be invited to be involved with the creation of a King John Treasure Trail around the town. The events would be designed to encourage families into the town.
- *Lynn at War* – Sunday 19 July. The focus for events would be Tuesday Market Place, Baxters Plain and the Town Hall. There would be a marquee in Tuesday Market Place with live music, characters in period clothing, military vehicles and an Anderson shelter. There would be a display from the Dad's Army Museum from Thetford, a *Life on the Home Front* theme at the Lynn Museum, ration card for sweets available at the Town Hall and a timed tea dance in the Assembly Room.

## **(v) Learning and Outreach**

During 2015 the Lynn Museum would be hosting a 12 month Teaching Museum traineeship provided through the NMS *Teaching Museum* programme, funded by ACE as part of the 2015-18 Major Partner Museum ACE business plan. As in 2013 and 2014 the trainee would work as a Curatorial Assistant for King's Lynn and Thetford. Amongst a range of other activities, they would help co-ordinate the summer trails programme, supervise collections, volunteers and schedule displays in the museum reception area. The 2015 traineeship would commence on 21 April and recruitment had been completed. It was suggested that the trainee could be invited to attend a future meeting of the Committee.

As part of the HLF Skills for the Future programme based at Gressenhall Farm and Workhouse, King's Lynn Museums and the Fenland Partnership had hosted a traineeship focussed on informal learning. Tabitha Runacres had been supporting the delivery of activities linked to the HLF-funded *Fenland Lives & Land* project, involving work with museums across the Fens. Tabitha would be completing her traineeship shortly,

Lynn Museum had continued to work with local schools to deliver a broad range of formal learning sessions. Learning programmes had been adapted following recent changes to the history National Curriculum, as explained by the Learning Officer earlier in the meeting. Lynn Museum had witnessed an encouraging increase in bookings for the recently piloted Seahenge sessions for Keystages 1 and 2.

## **(vi) Visitor Numbers**

The visitor numbers by Museum and County total were tabled. It was noted that all Norfolk Museums had been included setting out the previous two years for comparison.

The Western Area Manager reported that the World War 1 exhibition had seen good numbers initially but that these had now declined. It was expected that there would be a great interest in the Frederick Savage exhibition which would attract more visitor. The visitor numbers showed a downward trend in the second half of the year, particularly during the free period for the Lynn Museum. This emphasised the need to maintain momentum in developing items of interest for the local audience and good quality programmes.

The Western Area Manager explained that links had been strengthened with the Lynn News and Eastern Daily Press and it was anticipated that regular press features would encourage more visitors. The Museum had a good package on offer and although marketing resources were limited, the new leaflet and greater use of social media were expected to be cost effective. It was anticipated that the improvements to the bus station and improved signage would make the Museum more visible and also help to increase visitors.



The Chairman, Councillor Mrs Nockolds commented that the visitor numbers presented showed that some of the other museums were also experiencing lower attendances.

In response to questions raised by Councillor Mrs Wright and County Councillor Ward about closure of the Museum on Sunday and Monday, the Western Area Manager acknowledged these concerns and explained that the service had to be delivered within limited resources. He advised that Sunday opening had been tried unsuccessfully in the past, but now there was a better offer in the town on Sunday, it would be appropriate to look again at the arrangements for all heritage sites across town, bearing in mind the expectation of visitors that sites should be open and the development of the new visitor offer at the Town Hall..

County Councillor Humphrey commented that the Frederick Savage exhibition would provide an opportunity to demonstrate the design and engineering from the drawing to the final object, which would be really interesting. The Western Area Manager stated that he was confident that the exhibition would explore all aspects of the art of the fairground and ingenuity in the development of fairground rides.

County Councillor Humphrey made reference to the traineeships and asked how these differed from apprenticeships. The Western Area Manager explained that Gressenhall Museum was acting as the focus for both apprenticeships and traineeships. Both shared the same principles for good quality on the job training, but formal apprenticeships involved an element of day release to college training for accreditation.

Making reference to the success of the talks, County Councillor Collis asked whether there was any coordination with other groups in the town which also have talks. The Western Area Manager advised that the partnerships worked closely with other organisations and made efforts not to clash their schedules, but acknowledged that there was an opportunity to pool their knowledge. The Consultative Forum for *Stories of Lynn* was considered to be an appropriate mechanism to look to improve the programme of events.

In response to a question from County Councillor Collis with regard to the project for lighting displays on buildings, the Western Area Manager advised that NMS had worked closely with the Borough Council on this project. It was noted that the best aspect of the Lynn Museum was not the best side for a projection as it faced the wrong way.

County Councillor Collis asked whether the term 'museum' was considered appropriate and whether the use of a more modern term should be considered. The Western Area Manager stated that the term 'museum' demonstrated a focus on real collections, but that a 'strap line' was sometimes used to target a different audience. This was demonstrated on the new Lynn Museum leaflet, which had strap line of 'History in your hands!'

Councillor Mrs Wright enquired whether there was a potential clash of similar events due to the timing of the *Magna Carta 800<sup>th</sup> Anniversary* which was very close to the Hansa weekend. The Operations Manager explained that they were working with the same group to organise the event and aimed to provide a different feel to both events.

In response to a question from Councillor Tyler regarding access to the museum events for those with physical or learning disabilities, the Learning Officer advised that all groups were welcomed and arrangements could be made for specific requirements if advance notice was given. Concessionary rates were also available.

Referring to his question at the previous meeting of the Committee, Councillor Tyler asked if any progress had been made in the development of plans for enhanced interpretation at the South Gate. In response, the Western Area Manager explained that the Borough Council had been asked to look at options for the South Gate and an expression of interest had been submitted to the Heritage Lottery Fund before Christmas. This was for a modest scheme to improve interpretation, using replicas and reconstructions. An initial response had been received and the options were currently being investigated. The Chairman, Councillor Mrs Nockolds advised that the 'Friends' had offered funding towards the bid.

County Councillor Chenery referred to the BBC Television programme featuring the Archivist about King's Lynn and the King John Cup, which had been excellent. The Western Area Manager advised that it was still possible to access the programme via the BBC Norfolk site.

**RESOLVED:** (1) The Area Museums Committee noted the report.

(2) The Teaching Museum trainee be invited to attend a future meeting of the Committee.

## **8 REPORT OF THE BOROUGH COUNCIL**

Mr T Humphreys, Tourism Manager presented a report that updated Members of the Area Museums Committee on tourism marketing and development activities undertaken by the Borough Council during year previous 12 months.

### **(i) 2015 Destination Marketing Campaign**

#### **West Norfolk Holiday Guide**

The 2015 West Norfolk Holiday guide was completely re-designed for 2015. The format was condensed slightly to 44 pages (previously 48) which provided a much more cost effective format. The format for all accommodation adverts was standardised to a single size new format. Accommodation businesses were also given the choice of advertising in both the Holiday Guide and on the website or selecting just one of the two

approaches. Copies of the guide and associated leaflets were circulated at the meeting.

A total of 75,000 copies (90,000 previously) were printed with distribution as follows:

- A total of 40,000 enquiries for the brochure were expected to be generated through the main on line and off line advertising campaigns.
- 14,000 copies would be distributed through the national TIC network.
- The balance 21,000 copies would be distributed through enquiries and requests generated through [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) from 3<sup>rd</sup> party websites (such as [www.visitnorfolk.co.uk](http://www.visitnorfolk.co.uk)) through local West Norfolk Tourist Information centres and at exhibitions/events.

The overall spend on print and distribution of the guide was reduced slightly in 2015, with more resources being allocated to on-line marketing and in particular to support the development of a new West Norfolk mobile phone APP.

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

Traffic to the website [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) had increased in 2014, with just over 101,000 user sessions, compared with just over 81,000 in 2013.

Top pages viewed were:

- Home page
- Hunstanton
- King's Lynn

Followed by:

- Things To Do
- Guest Accommodation
- Accommodation
- Attractions
- Events

When asked which themes/activities were of most interest to website visitors, the coast and beaches were ranked slightly ahead of countryside, with similar numbers highlighting King's Lynn. In terms of activities/themed areas of interest these were ranked in popularity as follows:

- History and heritage
- Nature and wildlife
- Food and drink
- Events and festivals
- Arts and culture
- Outdoor activities
- Children/family activities
- Boating and sailing

#### Content development and Search Engine Optimisation

Over the coming months a considerable amount of work would be taking place on reviewing and updating website content to further improve search engine optimisation. Because the website covered such a wide geographical

area and such a wide range of interest and themes there was considerable potential to adapt content to improve search engine rankings over a very wide range of search terms and criteria. A more detailed report would be presented to the Committee at the next meeting.

### Mobile phone app

Work was commencing on developing a new mobile phone app for the whole of West Norfolk. The key aim was to provide a mobile, location responsive guide to services and facilities throughout the destination. This would use the same content database currently supporting the West Norfolk website so that consumer information on facilities, services and events was consistent across online and down loaded formats.

In addition to accommodation, attractions and events, a key focus was to feature content on places to eat and shops. This content would be available both on the website and the app.

### **(ii) Location specific and attraction based marketing**

#### 2015 Where To Go and What to Do in West Norfolk

The 2015 leaflet was again published with a 200,000 print run. These would be distributed to around 1700 outlets in Norfolk, Cambridgeshire Lincolnshire as well as Tourist Information Centres further afield.

#### Discover King's Lynn

The print run for the 2015 Discover King's Lynn guide had been increased again to 130,000 to meet demand, with distribution again to sites throughout Norfolk, Cambridgeshire and Lincolnshire.

The Discount vouchers for 2015 included 5 offers with discounts on admission to Lynn Museum, True's Yard Fisherfolk Museum and the Custom House, discounted tickets for King's Lynn Guided Walks and free copies of the King's Lynn Maritime Trail. These would be given at the first visit to an attraction to encourage repeat visits.

#### Hunstanton Mini guide

Work was currently taking place on updating the Hunstanton Mini Guide. A total of 35,000 copies would be printed with extensive distribution with a 15 mile radius of the town.

#### Downham Market Mini Guide

Work was currently taking place on updating the Downham Market Mini Guide. A total of 15,000 copies will be printed with extensive distribution with a 10 mile radius of the town.

## Art, Cities & Landscape – Lynn Lumiere project

Following the considerable interest in the Night Sailors light projection onto the Custom House developed in 2014 as part of the Arts, Cities, & Landscape project, a series of 6 illuminations on buildings in King's Lynn would be launched on 27 March.

Featuring the Custom House, King's Lynn Minster, St Nicholas Chapel, Greyfriars Tower, RBS building - 18 New Conduit St (Vancouver Quarter) and the TSB part of The Lloyds Bank Building - Tuesday Market Place, a series of animated illuminations would add new attractions for evening visitors to King's Lynn.

A mixed campaign including on train advertising, PR, printed leaflet distribution, on line content and a social media campaign was being developed to support the launch of the projections which would continue to be displayed daily throughout the year.

## Other themed trails

The Hunstanton Wolf Trail, King's Lynn Town Guides Guided walks, The King's Lynn Pilgrimage Trail, Maritime Trail, Hanseatic Walking Trail and Hunstanton Horticultural Trail continue to be updated and re-printed.

### **(iii) Partnership working**

West Norfolk was again working with Visit England to take part in the 'Heritage in Spring' campaign which launched on 2<sup>nd</sup> February. The campaign included a mix of radio advertising features on Classic FM and on-line content including visitengland.com. Three themed experiences for King's Lynn & West Norfolk were being promoted and based on:

- Discovering the maritime heritage of King's Lynn
- Exploring Castle Acre and The Nar Valley
- Visiting a fine castle and historic houses at Castle Rising Castle, Sandringham House and Houghton Hall

The Borough Council of King's Lynn & West Norfolk were active partners in the Visit Norfolk partnership. Core costs had been met by Norfolk County Council and The New Anglia LEP with the main destination partners (including West Norfolk) providing a marketing budget to work alongside commercial support. Along with the main website, social media and PR work, this marketing budget had previously supported a railway advertising campaign, ITV i player campaign, consumer research and a forthcoming spring campaign. Further attention was also being given to work with the travel trade and group travel organisers.

The Borough Council continued to be active partners in Visit North Norfolk Coast and Countryside Ltd which had focused on website, social media and PR activity to promote the whole of the Norfolk coast. Visit North Norfolk was

currently broadcasting a series of monthly thematic films which had been developed with support from key sponsors for each film.

#### **(iv) Events**

A number of new or expanded events were planned in King's Lynn for 2015. In addition to the main King's Lynn Festival, Festival Too, Poetry Festival and Fiction Festival and the Grand East Anglia Run, the King's Lynn Hanse Festival was being expanded to 2 days (16 & 17 May), Heritage Open Day was being complemented again by the Classic Car event on Tuesday Market Place and a new event Barbers, Butchers and Beer in Saturday Market Place, through the Townscape Heritage Initiative. Other events included a Magna Carta event 13 & 14 June, as reported earlier in the meeting, and a Spitfire trail and Spitfire flypast to coincide with the RAF cadets Freedom Parade on 18 July.

#### **(v) Other developments**

Work on the Stories of Lynn was progressing well. The construction phase of work was due to commence in mid April with completion towards the end of the calendar year. Work on the interpretative aspects of the development would commence off site during the summer for installation at the end of the year and into early 2016. It was expected that the new attractions would open for Easter 2016.

Improvement works to King's Lynn Bus station and links to the Rail station were proceeding. The refurbishment to the information office, which would also be a visitor arrival centre, was due to be completed in March. New facilities would include a 24 hours electronic touch screen information kiosk, dedicated literature racking for King's Lynn and West Norfolk Travel information and opportunities to promote key facilities and events. Works to the bus station itself were due to be completed in June. Works to the area to the front of the railway station and pedestrian crossing would follow soon after including relocation of the pedestrian fingerpost currently located at the junction with Waterloo Road.

New pedestrian fingerpost signing was being installed in Hunstanton in late April/May.

A first stage project application to the Heritage Lottery Fund had just been submitted under the Parks for People scheme for enhancements to the garden spaces (The Green, Esplanade Gardens and the cliff top to St Edmunds Chapel). An HLF decision on the first stage application was expected in June. If successful, a second stage application, informed by wide public consultation would be made in March 2016).

Councillor Mrs Wright asked whether copies of the railway advertising posters would be for sale to the public, as these were generally very popular. The Tourism Manager explained that the advertising would be of a similar design to the leaflet rather than the more traditional railway posters.

County Councillor Collis asked whether the times for the illumination displays could be published. The Tourism Manager explained that displays would be advertised as 'from dusk'. Times would be frequently changed throughout the year as daylight hours changed, so it could be complex to publish specific times for specific dates.

Councillor Tyler stated that the media seemed to rely on members of the public to notify them of local events and asked whether the Council notified the media direct to publicise its activities. The Tourism Manager commented that social media was a very good tool and that Twitter was used to publicise events, which people were encouraged to use. The promotion of the area and events was a constant process. The Chairman, Councillor Mrs Nockolds added that the Marketing Officer undertook a lot of promotion work for the Council.

Concern was expressed by Councillor Mrs Wright that the number of Where to Go and What to Do leaflets seemed low for the number of outlets where these would be available and so run out. The Tourism Manager explained that the numbers were determined by the budget available. If more resources were allocated for this purpose then savings would have to be made elsewhere. The number of leaflets provided to each outlet was dependant on its particular location and type of venue. An initial distribution was made to each location, which was topped up every 2 months.

The Chairman, Councillor Mrs Nockolds supported the use of Twitter and stated that it was imported for messages to be re-tweeted.

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

## **8 ANY OTHER BUSINESS**

There was none.

## **9 SCHEDULE OF MEETINGS**

The following schedule of meetings was noted.

Monday 14 September 2015, 2.15 pm in the Committee Suite, King's Court, Chapel Street.

Monday 9 November 2015, 2.15 pm in the Committee Suite, King's Court, Chapel Street.

**The Meeting closed at 4.20 pm**