

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



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

## **Agenda**

**Monday 6 July 2009  
at 2.15 pm**

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



INVESTOR IN PEOPLE



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



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX  
Telephone: 01553 616200  
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26 June 2009

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 6 July 2009** at **2.15 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn** to discuss the business shown below.

Yours sincerely  
Chief Executive

**AGENDA**

1. **Appointment of Chair**

To elect a Chair of the Committee who shall be a member of the King's Lynn and West Norfolk Borough Council for the remainder of the Municipal Year.

2. **Appointment of Vice-Chair**

To elect a Vice-Chair of the Committee who shall be a member of Norfolk County Council for the remainder of the Municipal Year.

3 **Apologies for absence**

To receive any apologies for absence.

4 **Minutes**

The Committee is invited to confirm as a correct record the notes of the meeting held on 2 March 2009 (attached at pages 1 - 7).

5 **Declarations of Interest**

Please indicate whether the interest is a personal one only or one which is also prejudicial. A declaration of a personal interest should indicate the nature of the interest and the agenda item to which it relates. In the case of a personal interest, the Member may speak and vote on the matter. If a prejudicial interest is declared, the Member should withdraw from the room whilst the matter is discussed.

6 **Reports of the Area Museums Officer**

To consider the attached report:

- (a) King's Lynn Museums Report (attached at pages 8 to 11).

7 **Report of the Borough Council**

- (a) Update report on the Borough Council's activity and update on the King's Lynn Heritage and Cultural Asset Buildings Review **(to follow)**

8 **Date of Next Meeting**

Monday 2 November 2009 at 2.15 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn

To: **Borough Council Representatives**

Councillors Mrs E Nockolds, M Langwade, Mrs J Murphy, R Searle, A Tyler

**County Council Representatives**

M Chenery of Horsbrugh, Shooting Box Cottage, 113 Church Street, North Creake, Fakenham, NR21 9JQ  
B W C Long, 31 Smeeth Road, St Johns Fen End, Wisbech, PE14 8JF  
R Rockcliffe, Kiln House, 34 Thieves Bridge Road, Watlington, King's Lynn, PE33 0HL  
A J Wright, The Manor House, Syderstone, King's Lynn, PE31 8SD

Substitutes: To be advised by Norfolk County Council

Ex Officio Non Voting Members

Chairman, Joint Museums Committee – Mr John Gretton, Heydon House, 5 Quebec Road, Dereham, Norfolk NR19 2DP

Vice-Chairman, Joint Museums Committee – Mr Philip Duigan, Turnpike Close, Dereham Road, Scarning, Dereham, NR19 2NN

Co-opted Non Voting Members

Friends of King's Lynn Museums

Mr D Higgins, Walnut Farm, 8 Beech Crescent, West Winch, King's Lynn, PE33 0PZ

Trues Yard Fishing Heritage Museum

Joanna Barrett, Museum Manager, Trues Yard Museum, North Street, King's Lynn PE30 1QW

Green Quay

Michael Dennis, Manager, Green Quay-Wash Discovery Centre, Marriott's Warehouse, South Quay, King's Lynn, Norfolk, PE30 5DT

Co-opted Youth Representative

Miss Abigail Rawlings, Torrington, Old Hall, Castle Rising, King's Lynn, PE31 6AJ

Officers

Mr T Shaw, Administration Officer, Law and Administration, Norfolk County Council

Mr D Gurney, Principal Landscape Architect, Norfolk Museums Service, Union House, Gressenhall, Dereham, NR20 4DR

Mr R Hanley, King's Lynn Museum, Old Market Street, King's Lynn, PE30 1NL

Ms Vanessa Trevelyan, Head of Norfolk Museums and Archaeology Service, Shirehall, Market Avenue, Norwich, NR1 3JQ

Borough Council Officers:

Mr John Norton, Executive Director - Regeneration, Borough Council of King's Lynn and West Norfolk

Mr Tim Humphreys, Tourism Manager, Borough Council of King's Lynn and West Norfolk

Item 4

**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 2 March 2009 at 2.15 pm  
In the Council Chamber, Town Hall, Saturday Market Place, King's Lynn**

**PRESENT:**

Councillor Mrs E A Nockolds	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs J Murphy	- Borough Council of King's Lynn & West Norfolk
Councillor M L Langwade	- Borough Council of King's Lynn & West Norfolk
Councillor A J Wright	- Norfolk County Council
Mr T Humphreys	- Tourism Manager King's Lynn & West Norfolk
Dr R Hanley	- Norfolk Museums and Archaeology Service
Michael Dennis	- Green Quay ( <i>left the meeting at 3.12 pm</i> )
David Higgins	- Friends of King's Lynn Museums
Charles Wilde	- Norfolk Museums and Archaeology Service ( <i>from 3.20 pm onwards</i> )

Apologies for absence were received from County Councillors F Pitt-Pladdy, Mrs J Eells, Mrs H Bolt and Mrs J Brown, Borough Councillors A Tyler and D Murphy and V Trevelyan

**1 MINUTES**

The Minutes of the Meeting held on 5 January 2009 were confirmed as a correct record.

**2 DECLARATIONS OF INTEREST**

There were none.

**3 REPORTS OF THE AREA MUSEUMS OFFICER**

**(a) King's Lynn Museums Report, January 2009 to February 2009**

The Area Museums Officer presented a report which provided Members with information on King's Lynn Museums from January to February 2009.

The following points were highlighted by the Area Museums Officer.

- Results of the MOSAIC postcode survey analysis undertaken at the Lynn Museum during 2008 had been produced. The Committee was

reminded that Charles Wilde, Head of Marketing from the Norfolk Museums and Archaeology Service would be joining the meeting at approximately 3.30 pm to give a presentation.

- The current exhibition at Lynn Museum examined the life of Charles Burney, the first musicologist who studied the history of English music, and lived in King's Lynn. He was father of Fanny Burney, the famous 18<sup>th</sup> century novelist, and had many friends among the 'great and good' of Georgian Norfolk. The exhibition looked at these friendships with such men as William Bewley of Massingham, John Davis of Watlington, George Walpole of Houghton, William Windham of Felbrigg and George Townshend of Raynham. Contemporary Georgian material from the museum collections were on display in this exhibition, which runs until 28 March 2009.
- The Seahenge Gallery had been entered for the Permanent Exhibition category in the 2009 Museums and Heritage Excellence Awards. The focus had been on innovation. The shortlist would be available in March, with the final decision being announced in May 2009. Members would be informed of the outcome.
- Work was continuing on the second phase of the collections rationalisation, with the focus on social history collections currently stored in the Town Hall and at Aickmans Yard. An advert that detailed relevant objects on offer to other museums had appeared in the Museums Journal. A number of expressions of interest had been received to date, including Collectors World in Downham Market.
- The Town House Museum re-opened to the public on 14 February, which marked the start of February half term to coincide with the King's Lynn Mart and would remain open until 31 October 2009. The museum would not be opening on Sundays during 2009.
- The Friends of King's Lynn Museums were developing their 2009 programme for members and membership levels remained strong. The Friends had a reserve of money which the Museum could call upon to obtain future acquisitions.
- Fenland Project Officer, Stuart Hall was supporting a Fenland Partnership working group in developing detailed plans for the next Fenland exhibition on the theme of Fenland Stories. Information would be obtained from local people and recorded using film and audio. The virtual exhibition would have a dedicated website and a programme developed for schools.
- The new Learning Officer (Melissa Hawker) for King's Lynn Museums had been reviewing and marketing the current offer for schools.
- A family event "All the Fun of the Fair" ran at the Town House and Town Hall on 18 February, to coincide with the Mart.
- Recruitment was pending for a new Community Outreach Officer, based between King's Lynn and Thetford Museums. The post would be funded by Renaissance East of England.
- King's Lynn Museums continued to offer a broad range of adult education courses in partnership with the NCC Adult Education Department. The next course would be Bronze Age Britain and Seahenge.

- Following the successful funding bid for £25,000 to the HLF Young Roots programme, the “Picture This” project was being taken forward.

The visitor figures to King’s Lynn Museums were tabled. It was reported that the figures compared well for the Lynn Museum with the previous year. The figures had almost doubled. March figures were expected to be between 800 and 1,000 visitors. It was hoped that the final total for the year would be around 17,000. During the free admission period, the visitor numbers were encouraging. With regard to visitor numbers to the Town House Museum there was a reduction. This was partly due to be a fewer number of school visits.

In response to questions regarding the Seahenge main stump, the Area Museums Officer explained that the stump was currently undergoing impregnation works in Portsmouth. This was the largest piece of work to be treated using this process. The stump would be transported back to King’s Lynn during 2010 and it would be necessary to close the Lynn Museum for a temporary period of between one and two months to enable the stump to be mounted in the display case. A budget had been set aside for the works associated with the display of the main stump.

In response to a question on the Museums and Heritage Excellence Awards, the Area Museums Officer explained that the awards consisted of a number of various categories and had been developed and linked to the annual exhibition held in London. If the Seahenge Gallery reached the shortlist, this would present a good opportunity to promote the Lynn Museum.

The Area Museums Officer reported that the Fenland Stories exhibition would tour a wide range of venues including village halls, schools, libraries, etc. Consideration would be given to the exhibition being displayed at the Green Quay. Two versions of the exhibition would be available, one for display in museums and a further one to tour various venues.

The Chairman enquired if Anglian Ruskin or COWA had been approached with regard to providing adult education courses. In response, the Area Museums Officer advised that four courses would be available during 2009, which would be run in-house and assisted by NCC Adult Education Department. It was thought that this was a sufficient number of courses for the coming year.

The Chairman asked the Area Museums Officer whether the Committee could be given a tour of Aickmans Yard at a future meeting. In response, the Area Museums Officer explained that a small team was currently re-organising the collections stored at Aickmans Yard. It was anticipated that this work would be completed within 6 months. Once the work had been completed the Committee would be invited to undertake a tour.

The Chairman thanked the Area Museums Officer for the detailed report.

**RESOLVED: (1) That the report be noted.**

(2) The Area Museums Officer would arrange for the Committee to undertake a tour of Aickmans Yard once works had been completed.

#### 4 **SITE UPDATE REPORTS**

(a) **Green Quay Six Monthly Activity Report for period ended 30 September 2008**

M Dennis provided Members with a six monthly activity report.

A copy of the report is attached at Appendix 1 to the minutes.

The Chairman thanked the Green Quay Manager for the update report.

Councillor Mrs Murphy congratulated the Green Quay Manager on the introduction of the supper talks. In response, the Green Quay Manager explained that the speakers offered their services free of charge. The events had been sold out and it was noted that waiting lists were now held for such events.

The Green Quay Manager highlighted the lack of brown tourist signs directing visitors to the Green Quay. He also advised that according to satellite navigation systems the Green Quay did not exist.

In response to a question from the Chairman, the Green Quay Manager confirmed that the Green Quay would be participating in the Discover King's Lynn Voucher Scheme.

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

(b) **True's Yard Museum Six Monthly Activity Report for period ended 30 September 2008**

The Committee received a detailed written six monthly activity report for the period ended 30 September 2008. A copy of which was circulated with the Agenda.

The Chairman reported that interviews for a part-time Project Manager would take place on 4 March 2009. The post would be for 3 days per week initially for one year.

The Area Museums Officer explained that Tim Humphreys and himself were members of a small advisory group that offered advice and support to True's Yard. Meetings were held on a monthly basis. A Community Outreach Worker had recently been appointed, Susanne Fay. She was currently employed at the Lynn Museum and would take up her new post on 10 March. The focus of her job would be strengthening links with the local community, especially schools and increasing visitor numbers through outreach

programmes and workshops at True's Yard. She would also be working on the sound archive.

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

## **5 REPORT OF THE BOROUGH COUNCIL**

The Tourism Manager presented a report that updated Members of the Committee on the operation of the tourism and heritage facilities operated by the Borough Council since the most recent report of 5 January 2009.

The following points were highlighted as set out below:

- Visitor numbers – the total number of visitors to the Borough Council's Tourist Information Centre in King's Lynn and Hunstanton during January 2009 were around 8% above 2008 levels. During February the number of visitors to King's Lynn TIC was slightly down, but Hunstanton was above the 2008 figures.
- Downham Market TIC – it was noted that visitors in 2008 were 22% higher than for 2007. Numbers in January 2009 were fractionally down on January 2008. Although the TIC is part of the CIC, the CIC team have been working very closely with the tourism team to develop and enhance the Tourist Information Service.
- Tales of the Old Gaol House – January 2009 figures were comparable with 2008. However, the February figures were down.
- Custom House – On 24 March the Custom House would be celebrating the 10<sup>th</sup> anniversary of its restoration and conversion to the current maritime exhibition and Tourist Information Centre. The Committee would be invited to attend the event.
- Discover King's Lynn – Production of the 2009 guide was near completion. Delivery due on 11 March. The discount vouchers will also be printed and delivered on 11 March. This year the participants of the scheme were: Gaol House, Town House Museum, Green Quay, True's Yard and the Lynn Museum.
- West Norfolk Advertising Campaign – To date the 2009 advertising campaign had generated a total of 25,500 direct brochure enquiries. The number of requests received to date was therefore on track to achieve the 42,000 target.
- Where to Go and What to Do in West Norfolk – 200,000 copies had been printed and delivered on 30 January 2009. The level of business advertising in the publication had increased slightly compared with 2008. A copy of the guide was tabled. It was noted that the holiday brochure had also been produced in the same format.
- King's Lynn Town Guides Leaflet – the Borough Council had again supported the production of the leaflet promoting guided walks around King's Lynn. 5,000 copies had been produced. A small number of the leaflet had been provided to the Town Guides for their Annual General Meeting. Three new walks had been introduced. 86 guided walks were scheduled for 2009, in addition to those given to individual groups.

- Hunstanton Information – work was ongoing to produce the 2009 Hunstanton mini guide and spring-summer issue of the Hunstanton events guide.
- King's Lynn Hanse Festival – A promotional flyer for the event was produced in January. A press day to launch the promotion of the event would take place on 1 April. Details of the event were also featured on the website [www.kingslynnhansefestival.com](http://www.kingslynnhansefestival.com). A postcard advertising the Hanse Festival was tabled.
- Signposting and Visitor Information – The tourism section would shortly be commencing work to review and make recommendations for improvement to visitor information in King's Lynn to include signposting, information at public transport arrival points and car parks. The review would feed into the Growth Point Implementation Plan.
- King's Lynn Heritage and Cultural Asset Buildings Review – It was noted that, in advance of the additional work to be undertaken by the Borough Council and its partners to develop a more detailed business plan for improved integrated services at the Town Hall, the possibility of providing accommodation in the very near future, in order for the Registrars service to relocate from St Margaret's House to the Town Hall was being investigated.

In response to a question from the Chairman regarding the working group for the signposting and visitor information, the Tourism Manager explained that the working group consisted of Beverley Howell from the Tourism Section, Gemma Girdlestone from the Regeneration Service Area and himself. A review would be undertaken and recommendations put forward. The need for improved signposting had been flagged up and the need for resource would be identified through from the Growth Point Plan.

The Chairman thanked the Tourism Manager for his informative report.

**RESOLVED: (1) That the report be noted.**

**(2) The Tourism Manager to send invitations to the Committee to attend the 10<sup>th</sup> Anniversary of the opening of the Custom House on 24 March 2009.**

*The Committee adjourned at 3.10 pm for a comfort break and reconvened at 3.25 pm.*

## **6 PRESENTATION ON THE MOSAIC POSTCODE SURVEY ANALYSIS**

The Committee received a presentation from Charles Wilde, Head of Marketing from the Norfolk Museums and Advisory Services.

A copy of the presentation is attached at Appendix 2 to the minutes.

Following the presentation, Members were invited to ask questions and make any comments, which are set out below:

- How was information obtained from individuals? **Response:** *It was explained that information was collected from Tesco Clubcards, Nectar cards etc. The data was collected from sources in order to build a profile.*
- Did the postcode survey include the National Trust? **Response:** *No.*
- The sharing of information would prove useful in particular regarding tourist leaflets and special events.

The Chairman asked what the next step was. Charles Wilde explained that more analysis work would be undertaken for individual museums. The results would be discussed at the Area Museums Officer's meeting. The results would be looked at regionally, particularly in relation to the attendance rates for both charging and free admission venues.

In response to questions from the Chairman, Charles Wilde explained that there was a healthy balance of both local and out of the area visitors. Local people had the opportunity to visit the Lynn Museum during the charging period by making use of the free vouchers available.

The Chairman thanked Charles Wilde for his interesting and informative presentation.

#### 7 **ANY OTHER BUSINESS**

There was none.

#### 8 **DATE OF NEXT MEETING**

Monday 6 July 2009 at 2.15 pm in the Council Chamber, Town Hall, King's Lynn

***If any Member is unable to attend this meeting, please could they forward apologies well in advance of the meeting.***

**The Meeting closed at 4.15 pm**



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

**6 July 2009**

**Item No. 6**

**KING'S LYNN MUSEUMS REPORT**

**Report by the Western Area Manager**

**This report provides information on King's Lynn  
Museums in the period March to May 2009**

**1. Temporary exhibitions and events**

- 1.1 The Lynn Museum is currently in its charging period, which runs from April to September. Visitor numbers have continued to be encouraging. Both the Town House and Lynn Museum are supporting the June EDP £2 admission scheme and will also be offering a "2 for 1" deal as part of a planned Borough Council summer promotion. Both museums continue to participate in the *Discover King's Lynn* voucher scheme.
- 1.2 The temporary exhibition at Lynn Museum examining the life of Charles Burney ran until 28 March.
- 1.3 The next temporary exhibition at Lynn Museum will be *Comings and Goings: King's Lynn Trade from Medieval times to the 20<sup>th</sup> century*. This exhibition forms parts of the Hansa Festival programme and will run from 4 July to 26 September. The exhibition explores the strategic importance of the port of King's Lynn through history, using objects, paintings and photographs from the museum collections. The exhibition will highlight the role of the Medieval Hanseatic traders; Medieval pilgrims; whaling fleets; the coming of the railways and the building of the docks in the Victorian period.
- 1.4 During the Easter holidays, local children were able to participate in an Easter Chick Hunt at the Lynn Museum. There was also an Easter bonnet-making event at the Town House Museum on 7 April.
- 1.5 In partnership with Norfolk Library & Information Service, storytelling sessions for children ran at Lynn Museum on 15 and 17 April. These

had the themes of *Long Tails: Animal Story Time* and *Ahoy There! Pirate Story Time*

- 1.6 On 27 May local children came to Lynn Museum to participate in the *Create A Quayside!* event. This involved the creation of a colourful frieze depicting Medieval Lynn, which will be displayed as part of the Hansa Festival temporary exhibition.

## **2. Other Museum Developments**

- 2.1 Work is continuing on the second phase of collections rationalisation, with the focus on social history collections currently stored in the Town Hall and at Aickmans Yard. A number of objects have already been successfully re-homed.
- 2.2 Work is continuing on a major programme of reorganisation and repacking of reserve collections held in store in King's Lynn. This work is being supported by NMAS conservation and collections management teams.
- 2.3 King's Lynn Museums are continuing to host a UEA postgraduate Museology student placement, providing support for the Curator with a number of collections management projects.
- 2.4 A new mobile display drawer unit has been installed in the Lynn Museum. This unit facilitates the secure display of changing selections of maps, documents and other ephemera from the extensive King's Lynn collections.

## **3. Friends of King's Lynn Museums**

- 3.1 The Friends are running a varied programme for members and membership levels remain strong.
- 3.2 NMAS staff will be supporting the programme of Friends lunchtime lectures during 2009.
- 3.3 The Friends took a stand to the Gressenhall History Fair on 25 May.

## **4. Partnership Projects**

- 4.1 NMAS is continuing to assist the Borough Council with the ongoing review of the Town Hall and is represented on the officer working group.
- 4.2 NMAS is continuing to work with the Borough Council on the Walks restoration project, for which NMAS is managing the interpretation

strategy. Heritage interpretation panels have recently been signed-off with designers.

- 4.3 King's Lynn Museums continue to lead the Greater Fens Museums Partnership as part of the NMAS role as lead partner for the East of England Hub for *Renaissance in the Regions*. Some twenty museums and heritage sites are currently involved with the partnership.
- 4.4 The Fenland Project Officer Stuart Hall is supporting a Fenland Partnership working group in developing the next Fenland exhibition on the theme of *Fenland Stories*. This travelling exhibition and event programme will explore the myths, legends and memories of Fenland folk. A new partnership website is being developed to complement this project.
- 4.5 NMAS is continuing to support the HLF-funded development project at True's Yard Museum and is represented on the specialist advisory group which meets monthly to review progress and provide specialist advice and support.

## 5. Learning & Outreach

- 5.1 The 2009-10 programme for schools is currently under review. Forthcoming special events for Key Stage 1-2 children at the Town House Museum and Lynn Museum include: *Medieval Lynn, Victorian Servants, Tudor Times, All the Fun of the Fair, Toys through the Ages*.
- 5.2 The Learning Officer is working with Park High School on a transition summer school. The theme is *P-Pick Up a Penguin*.
- 5.3 The new Community Outreach Officer Marie Kennedy took up post on 1 June. The project is funded under the 2009-11 Renaissance East of England business plan. This post has a remit to provide informal learning programmes through outreach and on-site events. Target audiences are isolated rural communities and disadvantaged areas in the market towns of West Norfolk and Breckland.
- 5.4 The Community Outreach Officer is currently planning the 2009 summer outreach programme which will include the following sessions:
  - Rotten Romans – Hunstanton and Leziate
  - World War II drama workshop - Hunstanton and Leziate
  - Aweful Archaeology – Snettisham, Shouldham, Northwold
  - Medieval Madness – Watlington, Dersingham
  - Legends of Lynn – Shouldham
  - Amazing Egyptians – Watlington, Dersingham
  - Seahenge Story building – Lynn Museum
  - Museum Detective – Town House Museum
  - 2 day film-making course – Town House Museum

- Fabulous Fashion – Town House Museum
- Aweful Archaeology- Town House Museum

- 5.5 King’s Lynn Museums continue to offer a broad range of adult education courses. The current course is Bronze Age Britain and *Seahenge*, running at the Lynn Museum on Mondays. From September NMAS will be working in partnership with Adult Education to run two courses at the Town House Museum – *Victorian Kitchen Knitting* and *Creative Writing: Historical Fiction*
- 5.6 Following the successful funding bid for £25,000 to the HLF *Young Roots* programme, the *Picture This* project is being taken forward by the new Community Outreach Officer who will be working with a number of local youth groups creating films about their local communities and heritage.

## 6. Visitor & Outreach Numbers

- 6.1 Visitor figures for the period will be circulated at the meeting.

## 7. Resource implications

- |     |                               |      |
|-----|-------------------------------|------|
| (a) | <u>Finance</u>                | None |
| (b) | <u>Property</u>               | None |
| (c) | <u>Staff</u>                  | None |
| (d) | <u>Information Technology</u> | None |

## 8. Recommendations:

That the Area Museums Committee notes the report

Originator of report:  
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 Western Area Manager  
 Norfolk Museums & Archaeology Service  
 Town House Museum  
 King’s Lynn PE30 5DQ  
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