

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 2 November 2009
at 2.15 pm**

**Please note that the meeting will be preceded by a
tour of Aickman's Yard commencing at 1 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
Fax: 01553 691663

22 October 2009

Please note that the meeting will be preceded by a tour of Aickman's Yard at 1 pm (meet at the Tourist Information Centre, Custom House, King Street)

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 2 November 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

A G E N D A

1 **Apologies for absence**

To receive any apologies for absence.

2 **Minutes**

The Committee is invited to confirm as a correct record the notes of the meeting held on 6 July 2009 (attached at pages 1 - 8).

3 **Matters Arising**

4 **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.

5 **Appointment of Youth Representative**

6 **Reports of the Area Museums Officer**

To consider the attached report:

King's Lynn Museums Report (attached at pages 9 - 13).

7 **Site Update Reports**

- (a) Green Quay six monthly activity report for period ended 31 March 2009 – report from Michael Dennis
- (b) True's Yard Museum six-monthly activity report for period ended 31 March 2009 (attached at page 14)

8 **Report of the Borough Council**

Update report on the Borough Council's activity and update on the King's Lynn Heritage and Cultural Asset Buildings Review (attached at pages 15 to 18)

9 **Date of Next Meeting**

To be agreed.

To: Borough Council Representatives

Councillors Mrs E Nockolds, Mrs J Murphy, R Searle, Mrs S Smeaton,
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

M Langwade, Oakwood, 19 South Wootton Lane, King's Lynn, PE30
3BS

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

Vacant – to be appointed

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 2

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 6 July 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 R Searle	- Borough Council of King's Lynn & West Norfolk
Mr T Humphreys	- Tourism Manager, Borough Council of King's Lynn & West Norfolk
Mrs W Vincent	- Democratic Services Officer, Borough Council of King's Lynn & West Norfolk
County Councillor M Langwade	- Norfolk County Council
County Councillor M Chenery of Horsbrugh	- Norfolk County Council
County Councillor B Long	- Norfolk County Council
County Councillor A J Wright	- Norfolk County Council
Dr R Hanley	- Norfolk Museums and Archaeology Service
Michael Dennis	- Green Quay (<i>arrived at 2.20 pm</i>)

Apologies for absence were received from V Trevelyan, D Higgins and Borough Councillor A Tyler (*immediately following the meeting*).

1 APPOINTMENT OF CHAIR

RESOLVED: That Councillor Mrs E Nockolds be appointed as Chairman for the remainder of the Municipal Year.

2 APPOINTMENT OF VICE-CHAIR

RESOLVED: That County Councillor A J Wright be appointed as Vice-Chairman for the remainder of the Municipal Year.

3 MINUTES

The Minutes of the Meeting held on 2 March 2009 were confirmed as a correct record.

4 DECLARATIONS OF INTEREST

There were none.

5 REPORTS OF THE AREA MUSEUMS OFFICER

(a) King's Lynn Museums Report – March to May 2009

The Chairman congratulated the Western Area Manager on his permanent appointment with Breckland and West Norfolk.

The Western Area Manager presented a report which provided Members with information on King's Lynn Museums from March to May 2009.

The following points were highlighted by the Western Area Manager.

- The Lynn Museums was currently in its charging period, which runs from April to September 2009. Visitor numbers had continued to be encouraging. Both the Town House and Lynn Museum were supporting the June EDP £2 admission scheme and would 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.
- The next temporary exhibition at Lynn Museum will be Comings and Goings: King's Lynn Trade from Medieval times to the 20th century. This exhibition forms parts of the Hanse Festival programme and will run from 4 July to 26 September 2009. 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.
- 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.
- In partnership with Norfolk Library and Information Service, storytelling sessions for children ran at Lynn Museum on 15 and 17 April.
- On 27 May local children came to Lynn Museum to participate in the Create A Quayside! Event. This involved the creation of a frieze depicting Medieval Lynn, which will be displayed as part of the Hanse Festival temporary exhibition.
- Work was continuing on the second phase of collections rationalisation currently stored in the Town Hall and at Aickman's Yard. A number of objects had already been successfully re-homed, including a number of 1930's radios that had been used in an exhibition at the new National Trust Centre.
- Work continued on a major programme of reorganisation and repacking of reserve collections held in King's Lynn.
- King's Lynn Museums were continuing to host a UEA postgraduate Museology student placement for 2 days per week, providing support for the Curator. The current student placement was due to expire at

the end of next year, but a further student placement had been confirmed.

- A new mobile display drawer had been installed in the Lynn Museum. This unit facilitated the secure display of items.
- The Friends of King's Lynn Museums were running a varied programme for members and membership levels remain strong.
- NMAS staff will be supporting the programme of Friends lunchtime lectures during 2009.
- The Friends continued to provide strong support and raise funds to enable objects to be purchased. They continued to provide assistance with the garden at the Town Hall Museum. The Friends took a stand to the Gressenhall History Fair on 25 May.
- NMAS continuing to assist the Borough Council with the ongoing review of the Town Hall.
- NMAS continuing to work with the Borough Council on the Walks restoration project.
- King's Lynn Museums continued 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.
- The Fenland Project Officer was supporting a Fenland Partnership working group in developing the next Fenland exhibition on the theme of Fenland Stories. A new partnership website was being developed to complement this project.
- NMAS continued to support the HLF-funded development project at True's Yard Museum and was represented on the specialist advisory group which met monthly to review progress and provide specialist advice and support.
- Learning and Outreach – the 2009-10 programme for schools was currently under review. A more detailed report would be presented to the Committee at its November meeting.
- The Learning Officer was working with Park High School on a transition summer school based on the theme, P-Pick Up a Penguin.
- The new Community Outreach Officer, Marie Kennedy, took up post on 1 June. An outline of her role and priorities were provided.
- The Community Outreach Officer was currently planning the 2009 summer outreach programme, the details of which were tabled. An update report would be given to the Committee later in 2009.
- King's Lynn Museums continued to offer a broad range of adult education courses. Pilot courses had been run and two more courses were planned for the autumn.
- Following the successful funding bid for £25,000 to the HLF Young Roots Programme, the Picture This project was being taken forward by the new Community Outreach Officer. A further detailed update report would be provided at the November meeting.

The visitor figures to King's Lynn Museums were tabled. It was reported that the figures compared well for the Lynn Museum and Town House Museum with the previous year. The Western Area Manager reported that the Museums Service were currently working with local schools in order to review

the programme offered. The Chairman reminded the Committee that they could present their Member Identity Card to either Museum and be given a tour. The Western Area Manager invited any Member to contact him if they wished to take up such an offer to receive a guided tour of either museum. The list of forthcoming events would continue to be circulated to Members for information purposes.

Councillor Long referred to sections 1.4, 1.5 and 1.6 of the report and commented that it would be useful to know the attendance levels. In response, the Western Area Manager agreed to provide the figures and also include attendance levels in future reports. He explained that between 15 – 20 participants usually attended such events. The Chairman advised that attendance levels would be detailed in the Community Outreach Officer's report.

In response to a question regarding the level of funding received for the England Hub for Renaissance, the Western Area Manager explained that for the Fenland Project, £80,000 plus a project officer had been received over a period of 2 years.

Councillor Langwade made reference to paragraph 4.4 of the report. He enquired if a formal approach had been made to the Marshland Smeeth IDB. In response, the Western Area Manager explained that Marshland Smeeth had been involved in the Feast of Fenland project and that Bryan Howling had attended meetings. The Western Area Manager outlined the difficulties of schools visiting such sites because of health and safety issues. He advised that Jamie Everitt the Museums Development Officer for Norfolk was available to provide assistance.

Councillor Searle commented on the marketing and publicising of events, in particular, the children's events and suggested more joint working with officers in the Corn Exchange, Guildhall, etc to create more interest in museums. In response, the Western Area Manager explained that he would be pleased to see more joint working in the future and welcomed the suggestion of working with other organisations. He added that the blue flyer advertising children's events was distributed through local schools on a cluster basis. The local media covered such events and provided additional advance publicity.

In response to further comments, it was noted that the events organised by the Community Outreach Officer encouraged more families to visit museums. Due to the demand for the workshops, an extra event was organised at Barroway Drove. The Committee was also reminded on the MOSAIC postcode survey results that detailed the demographic profile and geographical location of visitors to museums.

The Western Area Manager explained the process of the rationalisation of items and informed the Committee that once the rationalisation programme was completed, a news release would be issued. A visit to Aickman's Yard would be organised for the Committee later in 2009.

The Chairman enquired if the travelling exhibition – Fenland Stories could visit the Green Quay. The Western Area Manager advised that Stuart Hall would liaise with Michael Dennis, Manager of the Green Quay.

The Western Area Manager reported that the HLF Young Roots programme, the Picture This project was being taken forward by the new Community Outreach Officer. The project would be completed by the summer of 2010. Currently, the young people involved were creating films and would produce a short series to form part of a travelling exhibition. A website would also be launched providing a virtual exhibition.

The Chairman thanked the Western Area Manager for the detailed report.

RESOLVED: (1) That the report be noted.

(2) A site visit be organised to Aickman's Yard later in 2009.

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 and apologised for the lateness of the report. The report also provided a summary of the recent Sea Change application and an update on work of the Town Hall project team in connection with the King's Lynn Heritage and Cultural Asset Buildings Review.

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 the period January – June 2009 had totalled 100,027, around 1.3% more than in 2008. In Hunstanton the total of 61,436 was the highest for this six month period since 2004.
- Downham Market TIC – Since April 2009, the method of recording the number of people using the TIC facility had been changed. Figures now recorded actual counter enquiries rather than also recording looking at/collecting information. Figures for April – June were 333 desk enquiries and 407 all enquiries.
- Tales of the Old Gaol House – Visitors for the period January – March 2009 were down compared with 2008, but had been up on 2008 for the period April – June. Overall for the full 6 month period figures were 7% down.
- Custom House – the special Hanse exhibition at the Custom House was officially opened by the Mayor on 30 June and will remain open until 31 October 2009.
- Red Mount Chapel and The South Gate – a team of around 25 volunteers had been working with the Venues and Attractions Manager to provide regular public access to The Red Mount Chapel for the first time in 2009. Red Mount had been jointly promoted with South Gate with a £1.00 joint ticket covering admission to both venues. Over the

first 11 opening dates, a total of 875 people had visited Red Mount and 311 people had visited the South Gate.

- Discover King's Lynn – discover King's Lynn and the associated discount vouchers were published and distributed in mid March. An assessment of usage can be provided at the next Area Museums Committee.
- West Norfolk Advertising Campaign – between January and June the 2009 advertising campaign had generated a total of 32,873 direct brochure enquiries. The annual target 42,000 was well on track. The joint seaside campaign undertaken with 5 other coastal resorts in East Anglia had generated over 15,300 additional brochure requests.
- Hunstanton and Downham Market Information - Hunstanton Mini Guide was updated for 2009, with an increased print run of 15,000 copies produced. The Hunstanton events guide was also produced. The Downham Market Mini Guide was updated and published and an increased print run of 10,000 distributed within a 5-6 mile catchment area.
- King's Lynn Town Guides Leaflet – following the initial print run of 5,000, an additional 2,000 King's Lynn Town Guided Walks leaflets had been printed. Information on numbers participating in Walks would be reported to the next meeting on 2 November 2009.
- Hanseatic King's Lynn and the Hanseatic Town Walk –A new guide to Hanseatic King's Lynn which featured a new self guided Hanseatic trail, devised by Dr Paul Richards was near completion. This will be a permanent guide and will be produced in English and German.
- King's Lynn Hanse Festival – 30 July to 2 August. Full details of the event are publicised on the website www.kingslynnhansefestival.com and in the festival guide.
- Signposting and Visitor Information – Work had commenced on the review of pedestrian sign posting and information. An initial report setting out recommendations for improvement will be presented at the next meeting on 2 November 2009.
- Hunstanton Promenade – Following the development of the Master Plan in September 2008 for the Southern Seafront and Town Centre of Hunstanton, work had been taking place to develop a new design framework for the Promenade. An application had been made to acquire funding through the Sea Change programme. The decision would be announced early October. A summary of the Sea Change project application was attached at Appendix 1 to the report. The outcome of the application would be reported at the next meeting.
- King's Lynn Heritage and Cultural Asset Buildings Review – A project team had been working to assess the viability and develop more detailed proposals on how the recommendations for the Town Hall could be developed. The work undertaken to date by the project team was outlined as detailed in paragraphs 5.1 to 5.8 in the report. It was noted that current service reviews being undertaken by the Borough Council might impact on net budgets for the Town Hall complex, including Tales of the Old Gaol House.

The Chairman reported that the Leader of the Council's aim was to make the Town Hall more accessible to the public; therefore the work being undertaken would provide a long term vision for the building. Councillor Searle was a member of the Review Panel.

In response to questions regarding the potential new facilities for the Archive, the Tourism Manager confirmed that consideration would be given to the risk of flooding. In addition to the proposed location being at higher ground level than the current repositories, different approaches to address the risk of flood along with other risks would be fully addressed at an architectural and design stage.

Councillor Mrs Murphy enquired on the progress of sign posting from the main trunk road into King's Lynn. In response, the Chairman explained that following this important issue being raised at the Joint Museums Committee, a joint meeting of Norfolk authorities had been arranged by South Norfolk District Council to consider tourism signposting issues. Unfortunately, neither the Tourism Manager or the Chairman had been able to attend. The minutes of that meeting were not yet available. However, the new Hanse signs were now in place.

With regard to the Town Guides, Councillor Searle asked if the walks offered were widely promoted and if a sufficient number was being provided. The Tourism Manager explained that 86 guided walks were offered between April and the end of September. For 2009, 3 new themed walks had been introduced. In addition, organised talks for groups were also undertaken by the Guides. There were currently around 25 guides. The Tourism Manager described the King's Lynn Town Guide training scheme which the guides had introduced in 2006/2007 in consultation with the Borough Council. This had been developed as an alternative to national training through the Institute of Town Guides which he understood cost in excess of £500 per trainee. He reminded members that each individual King's Lynn Town Guides provided their services on a voluntary basis.

The comment was made that perhaps more self-guided trails should be made available for people visiting the town. The Chairman explained that the Pilgrimage trail offered a self-guided tour. The Discover King's Lynn Map also set out a suggested route to follow.

In response to a comment made on "tapping" into the pilgrims visiting Walsingham, Councillor Chenery of Horsburgh agreed to liaise with the Tourism Manager and provide contact details.

The Chairman thanked the Tourism Manager for his informative report.

RESOLVED: That the report be noted.

6 ANY OTHER BUSINESS

Co-opted Youth Representative

The Chairman sought the Committee's views on sending a letter to the current youth representative enquiring if she was still able to attend meetings at 2.15 pm.

RESOLVED: (1) The Chairman, on behalf of the Committee, would send a letter to the youth representative enquiring if she is still able to attend future meetings.

(2) If the current youth representative is unable to attend, contact be made with secondary schools in September seeking a replacement youth representative in time for the November 2009 meeting.

Borough Council Representative – Vacancy

The Chairman informed those present that Councillor Langwade would be representing the County Council, therefore, the Community and Culture Panel would appoint a new Borough Council representative.

2009 Museums and Heritage Excellence Awards

The Western Area Manager advised that the Sea Henge Gallery had not been successful in the above awards.

Membership of the Joint Museums Committee

The Chairman informed those present of the details of the Chairman and Vice-Chairman as set out below:

Chairman – County Councillor Dunn
Vice-Chairman – Councillor Bracey

7 DATE OF NEXT MEETING

Monday 2 November 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 to the Democratic Services Officer well in advance of the meeting.

The Meeting closed at 3.51 pm



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 0773 3001 301 and we will do our best to help

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

2 November 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 June to September 2009**

1. Temporary exhibitions and events

- 1.1 The Lynn Museum moved into its free admission phase from 1 October, following the ending of the six month charging period running from April to September.
- 1.2 The temporary exhibition *Comings and Goings: King's Lynn Trade from Medieval times to the 20th century* ran at Lynn Museum from 4 July to 26 September as part of the wider Hansa Festival programme. This exhibition explored the strategic importance of the port of King's Lynn, using a range of objects from the museum collections.
- 1.3 The current temporary exhibition at Lynn Museum is *Drawn to Paint*, running from 10 October to 9 January. Linked to the national *Big Draw* campaign, this display explores the way in which different artists approach the creation of a painting. It features preliminary sketches and finished works by a number of local artists including Henry Baines and Walter Dexter. This exhibition will serve as the focus for a range of formal and informal learning events, including a launch event for children on 10 October entitled *Our Community Cabinet*.
- 1.4 A varied programme of site-based children's activities has been organised for the Town House and Lynn Museums for the period October to January. Some of these events – including film-making courses targeted at young people – have already been fully booked.
- 1.5 NMAS supported Heritage Open Day on Sunday 13 September, with both the Lynn Museum and Town House Museum open free of charge. Costumed interpreters were on site at the Town House throughout the

day. There were 660 visits to the Town House and 372 visits to the Lynn Museum.

2. Other Museum Developments

- 2.1 All of the objects identified in the second phase of collections rationalisation have been re-homed successfully, including a collection of 1930's objects transferred to the Sutton Hoo visitor centre to support displays showing the interior of a 1930's excavation hut. A third block of objects for potential rationalisation will be brought before the next meeting of this committee.
- 2.2 Work is continuing on the reorganisation of reserve collections held in store in King's Lynn. This work is supported by NMAS conservation and collections management teams. Members will have the opportunity to tour the museum stores to view progress prior to this meeting.
- 2.3 King's Lynn Museums will be hosting a further UEA postgraduate Museology student placement Gemma Smith will be based at the Lynn Museum for two days per week from October, providing support for the Curator with a number of collections management projects.
- 2.4 A number of interesting new acquisitions have gone on display at the Lynn Museum including a silver cup awarded by Cambridge University to the local antiquarian and artist Edward Edwards in 1787. This item was donated by lady living in New Zealand.

3. Friends of King's Lynn Museums

- 3.1 The Friends are continuing to offer a varied programme for members and membership levels remain strong. The Friends AGM took place at Lynn Museum on 12 October. County Archaeologist David Gurney gave a lunchtime talk to the Friends on *Roman Norfolk* on 27 July.
- 3.2 The Friends have agreed to provide match funding towards the acquisition of two archaeological finds from West Norfolk.

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. A series of exterior graphic panels are scheduled for installation in January.

- 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 continue to be involved with the partnership.
- 4.4 The Fenland Project Officer is supporting a Fenland Partnership working group in developing the next Fenland exhibition on the theme of *Fenland Stories*. Work is progressing well on the travelling exhibition and linked event programme, which will explore the myths, legends and memories of Fenland folk. The centrepiece for the travelling exhibition will be an interactive willow tree hosting a range of short films exploring different Fenland tales. These films have been created by a variety of community groups working alongside film-making experts. This exhibition will also appear virtually on the new Fenland partnership website, which is currently under development.
- 4.5 A witchcraft project is being developed with Renaissance in the Regions partners from Colchester & Ipswich Museums Service and the University of East Anglia. This project will see the development of a travelling exhibition and linked event programme exploring local witchcraft stories. Project venues will include Kings Lynn and a number of Fenland towns.
- 4.6 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.
- 4.7 Staff from the NMAS Renaissance-funded Growing Communities project have met with colleagues from the Borough Council to explore ways in which museums and other cultural services can support the King's Lynn Growth Point project. Following meetings with the Economic Regeneration Manager for the Borough Council, a proposal is being developed for an exhibition which can provide an historical context for the Growth Point plans, similar to the *Our Thetford* exhibition developed for the Ancient House Museum in Thetford, in partnership with the Thetford LDV. In King's Lynn it is envisaged that NMAS would work with the Library Service to research and source material and photographs for the exhibition, which could then tour a range of community venues including the library and museum. It is proposed that the exhibition would explore the historic growth and change in Kings Lynn focusing on the 1960s. The exhibition will engage local people who moved to Kings Lynn in the 1960s as part of the London Overspill in reminiscence and oral history events to share their memories of moving to the town. NMAS will also work in partnership with the Library Service to deliver associated events to support the exhibition including adult talks, walks and family events.

- 4.8 NMAS staff participated in the Community Engagement workshops organised by the Borough Council at Lynnsport on 10-11 September.

5. Learning & Outreach

- 5.1 The 2009-10 programme for schools includes a range of special events for Key Stage 1-2 children at the Town House Museum and Lynn Museum including: *Medieval Lynn*, *Victorian Servants*, *Tudor Times*, *All the Fun of the Fair* and *Toys through the Ages*.
- 5.2 School bookings for the Autumn term include sessions exploring toy collections, World War Two, the Tudors, the 1950's and the Victorians.
- 5.3 A group of 30 students from Methwold High School visited the Lynn Museum on 29 September to learn about Seahenge. This visit linked to a trip to the beach at Holme and provided inspiration for a creative writing project.
- 5.4 The summer holiday community outreach programme was developed and managed by the Community Outreach Officer. This programme ran during July and August and comprised a range of collections-based children's activities, utilising a range of community venues across the borough as follows: 29 July Hunstanton Town Hall - *Evacuees Drama Workshop & Rotten Romans*; 31 July Leziate Village Hall - *Evacuees Drama Workshop & Rotten Romans*; 4 August Watlington Village Hall - *Amazing Egyptians & Medieval Madness!*; 5 August Dersingham Village Hall - *Amazing Egyptians & Medieval Madness!*; 6 August Snettisham Village Hall - *Aweful Archaeology & Legends of Lynn*; 10 August Lynn Museum - *Seahenge Story Building*; 12 August Shouldham Village Hall - *Aweful Archaeology & Legends of Lynn*; 13 August Town House Museum - *Museum Detective*; 14 August Northwold Village Hall - *Aweful Archaeology & Legends of Lynn*; 17 & 18 August Town House Museum - *Film making session*; 19 August Town House Museum - *Fabulous Fashion! & Aweful Archaeology*. Outreach participant numbers during July and August totalled some 1,100. The charge for the majority of these events was £1.50 per child, with accompanying adults free. The costs of the summer outreach programme were funded through the Renaissance in the Regions Business Plan 2009-11.
- 5.5 The Learning Officer is involved in the preliminary stages of planning a joint school event with Kings Lynn Library and The Walks. The event will be based around poetry and lead to a poetry competition, with the winning poems displayed on the railing of the Walks.
- 5.6 King's Lynn Museums continue to offer a broad range of adult education courses. The 10-week Seahenge course concluded in July. Current courses include creative writing, knitting and ESOL at the Town House Museum.

- 5.7 Following the successful funding bid for £25,000 to the HLF *Young Roots* programme, the *Picture This* project is being taken forward by the Community Outreach Officer who is working with eight local youth groups creating films about their local communities and heritage. These include an Aspergers group; the BLAH gay, lesbian, bi-sexual group; Taste the Music; a mental health group; Connexions; Methwold High School; INCLUDE and an Action for Children group.

6. Visitor numbers

- 6.1 Visitor figures for the period will be circulated at the meeting.
- 6.2 The Lynn Museum charging period runs from April to September. Visitor numbers at the Lynn Museum have seen a reduction from the comparable period in the previous year, which reflected a visitor surge in the months following the opening of the Seahenge gallery and the attendant free admission voucher scheme targeted at Norfolk residents. Visitor figures for the Town House Museum have seen an increase, reflecting the success of the *Discover King's Lynn* voucher scheme.

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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Item 7b

True's Yard Report for the West Norfolk Area Museum Committee October 2009

The HLF funded Museum Extension Project

This is now well under way, building work on 3-5 St Ann's Street is anticipated to be completed by the last day in November, when the contractors will present us with the keys to our new building. Obviously there are then decoration and fittings etc to be put in place and we anticipate an opening in January. The revitalising of the fishing smack in our yard the "Activity" is also making good progress.

The HLF award also paid for two new members of Staff. A project manager who has overseen the building work and funding and a community outreach worker. Susanne Fay, our outreach worker has been in post since early March and has implemented a programme of holiday events for children, as well as working on the launch of the True's Yard Time Club for local schools.

Lobby Project

The Friends of the Museum have paid £5000 to fund a project to revitalise our lobby, which the designers Farrows are installing next week (20/10/09). This will include large graphics for the bare window panels of our outer lobby, a large welcome board for visitors, and a wooden plinth to showcase the model of the old North End + graphics/images.

VAQUAS Accreditation

Over the summer the summer we applied to join the Visit Britain quality assured visitor attraction scheme, and were duly "mystery shopped" and gained accreditation. Our facilities etc were rated good to very good, with the feedback being useful as areas to improve upon were identified.

Corridor Project

Following our Vaquas report and earlier suggestions from the HLF, we are keen to tackle the outer corridor leading from our galleries to the yard outside. Having an idea in mind to transform the walkway into a traditional North End yard passageway, we applied for Renaissance funding for the maximum of £1,500, and on the 9th October heard we had been successful! The funding for the rest of the project will come from our own fundraising efforts and the project must be completed by February 2010.

Financial Report

The accountants presented us with our year to date figures for a trustees meeting last week, and pleasingly income from admissions and tearoom is up on this time last year, while book sales are level. What has declined is shop sales and income from room hire.

Item 8

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

Date: 2nd November 2009

Report from: Executive Director Regeneration, Borough Council of King's Lynn & West Norfolk

1 Introduction

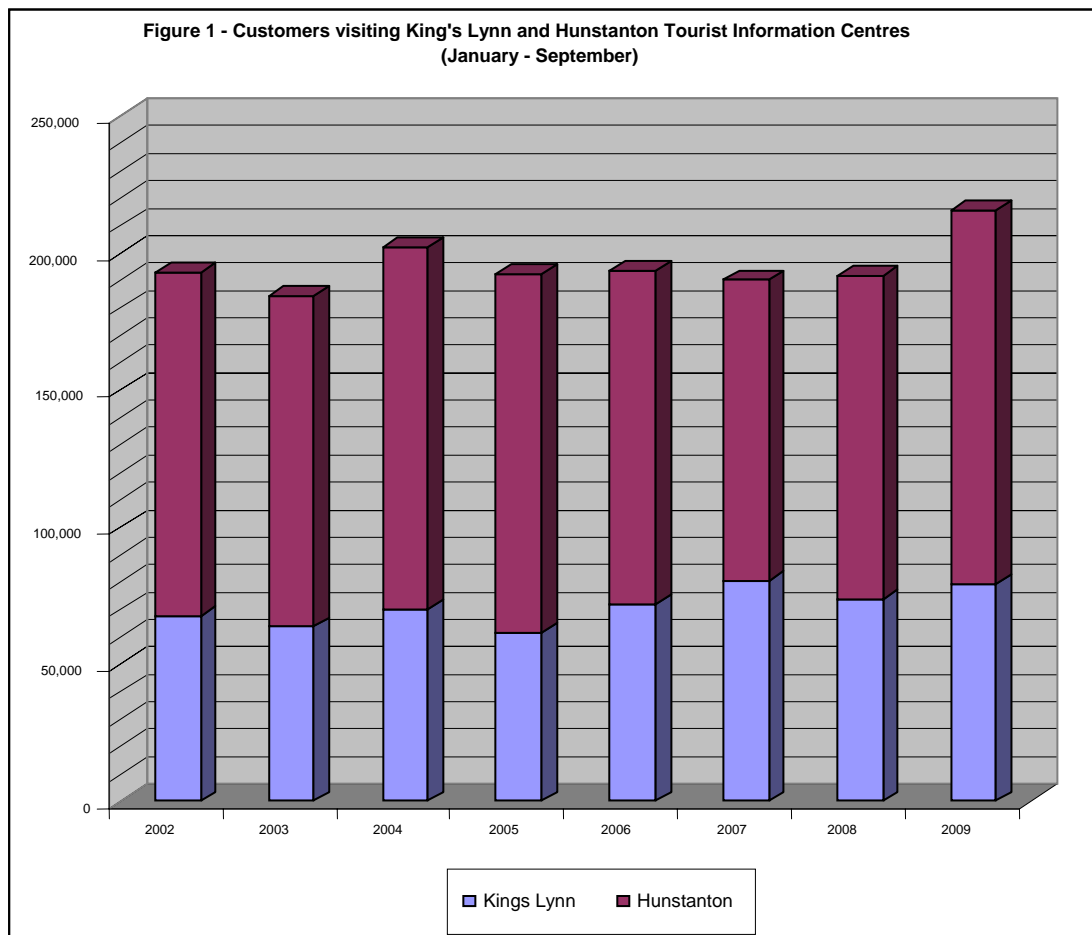
The report updates members of the Area Museums Committee on the operation of the tourism and heritage facilities operated by the Borough Council. It also provides an update on the work in connection with the Town Hall review and the current service review process being undertaken by the Borough Council.

2 Tourist Information Centres

2.1 Hunstanton and King's Lynn Tourist Information Centres

Visitor numbers to the Borough Council's two main Tourist Information Centres in King's Lynn and Hunstanton during the period January – September 2009 have totalled 215,288, around 12.3% more than in 2008. In Hunstanton the total of 136,040 visitors is 15.3% higher than 2008. In King's Lynn the total of 79,248 visitors is 7.5% higher than 2008.

These visitor numbers represent a significant increase in people using the service during 2009 and are significantly higher than levels recorded over recent years. See Figure 1 below.



2.2 Downham Market Tourist Information Centre

To date in 2009 (January – September) a total of 1764 counter enquiries have been made at the Tourist Information desk of the Council Information centre in Downham Market. It would of course be expected that more people would access the centre for tourist information, without making a direct counter enquiry.

2.3 Tales of the Old Gaol House.

Visitor numbers to Tales of The Old Gaol House for the period January – August 2009 were 1% higher compared with 2008. Since April the increase has approached 7% compared with 2008.

2.4 The Custom House

The special Hanse exhibition which opened at the Custom House in June 2009, will be dismantled on 31st October. The replica model of the Lisa Von Lubeck created for the exhibition will be retained at The Custom House. Approaching 22,000 people have visited the Hanse exhibition since opening. During 2009, 43% of all visitors to the Custom house have visited the maritime exhibition (including the Hanse exhibition)

2.5 Red Mount Chapel and The South Gate

The first season of co-ordinated regular public access to Red Mount and South Gate, on 33 dates (Wednesdays and Saturdays) ended on 12th September. Additional opening arrangements of Red Mount have taken place in connection with special group visits, Heritage Open Day and the East Anglia Conservation Fair.

Total visitors to Red Mount on regular open dates has totalled 2,617. Including heritage open Day and other group visits the total has been in excess of 3,600 visitors.

A total of 912 people have visited South Gate on the regular open dates, compared with figures below 300 in recent years. This demonstrates the benefits achieved through the joint promotion of both sites undertaken in 2009.

Proposals for 2010 opening will be considered during November. Public access to both sites is reliant on the commitment of the dedicated volunteers working in conjunction with the Venues and Attractions Manager from the Tourism Division. It is suggested that planning will include further consideration of the joint admission charge (£1.00 per adult to cover both sites in 2009), further incorporation to the marketing of the King's Lynn heritage product and stream lining of operational arrangements.

It is intended that opportunities to establish links with Walsingham and develop the pilgrim trails market will be investigated.

3.0 Strategic tourism and heritage initiatives

3.1 *Discover King's Lynn*

Planning will shortly commence for the 2010 edition of Discover King's Lynn. Use of the Discover King's Lynn voucher scheme has been comparable to 2008 with 534 vouchers redeemed at the 5 participating sites: Lynn Museum (147 vouchers), Tales of The Old Gaol House (159 vouchers), True's Yard (56 vouchers), The Town House Museum (119 vouchers) and Green Quay (53 vouchers). (2008 full year total 570 vouchers)

3.2 *West Norfolk advertising campaign*

Up to 20th September 2009, the main destination advertising campaign has generated a total of 37,176 direct brochure enquiries. The annual target is 42,000. The joint Seaside campaign run in conjunction with 5 other East Anglia resorts has generated over 15,300 requests for the West Norfolk Holiday Guide.

3.3 ***King's Lynn Town Guides leaflet***

Following two reprints, a final total of 7,500 copies of the King's Lynn Town Guides Guided walks leaflet were produced and distributed. The season of regular guided walks ends on Saturday 31st October. Information on attendance for the 2009 season is being collected.

3.4 ***Hanseatic King's Lynn and the Hanseatic Town Walk.***

The new guide 'Hanseatic King's Lynn – as self guided trail' was published in July. A German edition has now also been published.

3.6 ***King's Lynn Hanse festival***

The King's Lynn Hanse festival took place 30th July – 2nd August. Headline visitor numbers for the 4 days of the festival were:

6,194 people visited the Tourist Information Centre at the Custom House of whom 4,497 visited the Hanse exhibition on the 1st floor.

Approximately 6000 people visited the Lisa Von Lubeck

Footfall in the Vancouver Centre was around 29% higher than for the 4 day Vancouver festival held in 2007.

3.7 **Promoting Local Days Out**

During 2009 the tourism team have attended a series of local special events and exhibitions, aimed at encouraging local residents and visitors from neighbouring areas to visit the wide range of attractions and facilities offered in West Norfolk. A special discount voucher promotion was organised in conjunction with 20 sites or attractions. This scheme was promoted at these exhibitions as well as through on going promotional activity.

Exhibitions attended included The Sandringham Flower Show, Holkham Country Fair, Stradsett Garden Show, Houghton International Horse Trials as well as a display in the Vancouver Centre and the Big Bite Back event at the Corn Exchange.

An analysis of the campaign results will be undertaken during November.

4 **Hunstanton Promenade – Sea Change application**

4.1 Decisions on the applications for Wave 3 Open Grants through the Sea Change programme were due on 30th September. Notice was provided that due to review of capital programmes being undertaken by the Department of Culture Media and Sports, feedback to applicants was being delayed. At the time of this report, the decision was still being awaited.

5 **The Town Hall .**

5.1 Following work undertaken by the Town Hall project team to further consider proposals for the Archive and Museum facility at the Town Hall a report to cabinet at the Borough Council made the following recommendations:

- 1) That the work of the Town Hall project team is continued with the aim of the partners agreeing to, and working towards, a shared long term strategy and plan for the use of the building and the provision of an enhanced service, which will be subject to budget availability and the potential to attract outside funds.

- 2) That an outline costs and feasibility plan, based on an architectural assessment, is prepared for a new archive facility which would be used as a basis for seeking outside funding.
- 3) That work takes place through the service review process to consider short term operational elements of the Town Hall
- 4) That discussions continue with Norfolk County Council regarding the potential to accommodate the Registrars Service within the Town Hall.

5.2 Work is currently taking place in conjunction with the Norfolk Record Office to develop a specification for the architectural assessment which will help provide the outline cost and feasibility plan to be used as the basis for seeking funding for a new archive facility at The Town Hall.

5.3 Through the service review process, options are being examined to identify ways of reducing operating costs connected with maintenance and public access to the contents of Tales of the Old Goal House, The Regalia Rooms and The King's Lynn Archive.

5.4 Following discussions with the Registrars Service it has since been indicated that the Registrars have found alternative premises to re-locate to.

6 Service review Process

6.1 Through the Borough Council's Service review process a review of all services provided, through the tourism division is being undertaken. This will include all aspects of strategic marketing, including partnership working as well as operational delivery of tourism and heritage facilities. The review will be directly linked to the ongoing service review work in connection with the Town Hall complex

7 Financial implications

7.1 The current service reviews being undertaken by the Borough Council may impact on net budgets and delivery of tourism and heritage facilities.

8 Policy Implications

8.1 Existing provision of services, facilities and strategic initiatives is consistent with and will continue to be informed by cultural, heritage and tourism strategies.

9 Recommendations

9.1 The committee is recommended to note the report.

10 Access to Information

10.1 No background papers

Author of report.

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