

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 15 March 2010
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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4 March 2010

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 15 March 2010 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 **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 4 January 2010 (attached at pages 1 - 9).

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 **Reports of the Western Area Manager**

To consider the attached report:

- King's Lynn Museums Report (attached at pages 10 to 13).

6 **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 14 to 16).

7 **Meetings for 2010**

Monday 14 June at 2.15 pm in the Committee Suite, Ground Floor, King's Court, Chapel Street, King's Lynn.

Monday 18 October at 2.15 pm in the Committee Suite, Ground Floor, King's Court, Chapel Street, King's Lynn.

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 S Dunn, 3 Appleacres, Old Catton, Norwich, NR6 7BA

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 4 January 2010 at 2.15 pm
in the Committee Suite, Ground Floor, King's Court, Chapel Street, King's Lynn**

PRESENT:

Councillor Mrs E A Nockolds	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs S Smeaton	- Borough Council of King's Lynn & West Norfolk
Councillor A Tyler	- 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 R Rockcliffe	- Norfolk County Council (<i>arrived at 3.02 pm</i>)
County Councillor A J Wright	- Norfolk County Council
Dr R Hanley	- Norfolk Museums and Archaeology Service
Mr T Thorpe	- Norfolk Museums and Archaeology Service
Mr M Dennis	- Green Quay
Mr D Higgins	- Friends of the Museum

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Borough Councillors J Murphy and R Searle and Vanessa Trevelyan, Norfolk Museums and Archaeology Service.

2 MINUTES

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

3 MATTERS ARISING

Appointment of Youth Representative

The Chairman reported that contact had been made with the Youth Representative of the West Norfolk Parliament. An email response was

received stating that a new representative would be elected in February 2010. It was therefore sensible to await the election of the new representative in February before inviting him/her to attend future meetings of the Committee.

RESOLVED: That the newly elected representative of the West Norfolk Parliament be invited to attend future meetings of the Committee in February 2010.

4 DECLARATIONS OF INTEREST

There were none.

6 REPORTS OF WESTERN AREA MANAGER

(a) King's Lynn Museums Report – October to December 2009

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

The following points were highlighted by the Western Area Manager.

- A varied programme of site-based children's activities had been organised for the Town House and Lynn Museums for the period October to December, supported by a piece of marketing print. Christmas events included *Christmas through the Ages* on 21-22 December (over 100 people attended) and *Act-a-long a Christmas Carol* on 23 December. The Museums Service would therefore look to replicate these events in the future.
- From March 2010 King's Lynn Museums would be hosting a 6 month job under the Future Jobs Fund (FJF) Scheme targeted at unemployed young people. The successful candidate would work alongside the Community Outreach Officer and will be able to develop their skills and enhance their CV. 100% funding for the post comes from the FJF Scheme and Renaissance in the Regions. Eligible applicants would be identified by the local Job Centre.
- Return of the Seahenge Stump to the Lynn Museum – The stump had been handed over to the NMAS and was being held in temporary storage at Gressenhall, where further conservation and mount-making work was ongoing. A schedule for installation was being drafted. It was noted that it would be necessary to close the Lynn Museum for a period of approximately 3 months when the stump would be installed. During the closure period, other maintenance works would be undertaken in addition to the preparation of the display cases and mounts. The Town House Museum would be re-opened during the closure of the Lynn Museum to maintain the museum offer in the town, offering free admission to the end of March. The stump measured 2.5m in height and weighed approximately 1.5 tons. It is anticipated that the Museum would be re-opened in May 2010. Background information was provided on the process of commissioning the display cases and background mounts. Examples of the materials proposed would be

available for Members to view at the next meeting of the Committee. Additional graphics boards would be provided together, with an update of the audio guide.

- The Friends were continuing to offer a varied programme for members and membership levels remained strong. Work was underway planning the 2010 activity programme for members. The Friends had agreed to provide match funding towards the acquisition of two archaeological metalwork finds from West Norfolk. The Friends had also agreed to support a long-term programme to reframe and restore a number of paintings in the fine art collection.
- The Fenland Project Officer was supporting a Fenland Partnership working group in developing and scheduling the next Fenland exhibition on the theme of Fenland Stories. Work was progressing well on the travelling exhibition and linked event programme, which would explore the myths, legends and memories of Fenland folk. The exhibition was due for launch in April 2010 and would tour across the Fens to mid 2011.
- The Fenland exhibition would have a virtual dimension on the new Fenland partnership website. The site had been built and was undergoing testing. Partner museums were currently undertaking website editing training so that they would be able to update their site entries and upload their own collections information. The website would be launched in April 2010.
- The witchcraft project was being developed with Renaissance in the Regions partners and the University of East Anglia. The travelling exhibition would visit King's Lynn and a number of Fenland towns.
- School numbers had improved in recent months. During October to December 2009, 633 children visited King's Lynn Museums. During December, there had been strong interest in the Christmas events at the Town House, especially by Foundation teachers. NMAS were rebuilding the service offered to schools and the Learning Officer had been busy re-establishing networks with local schools.
- The Victorian Servants event took place on the 24 and 25 November, with classes from Whitefriars School attending on both days. The day included a visit to a prison cell and the children helped with the washing. The delivery of the event was supported by NMAS learning staff from Gressenhall.
- Eight young people aged 16-18 from King's Lynn who were categorised as NEET were taking part in a Renaissance-funded film-making project that explored how women had been treated in the past. The young people had researched the women in the local library and filmed at St Margaret's Church and the Greyfriars Tower.
- Following the successful funding bid for £25,000 to the HLF Young Roots Programme, the Picture This project was being taken forward by the Community Outreach Officer, who was working with eight local youth groups creating films about their local communities and heritage.

The visitor figures to King's Lynn Museums were tabled. The Western Area Manager reported that it was anticipated that visitor numbers would increase now the Lynn Museum was in the free admission period. The free admission

scheme and the proximity of the bus station encouraged visitors during the year. It was noted that there was a reduction in October 2009 compared to 2008, but there had been an increase in visitors during November and December compared to the previous year.

The Town House Museum was now closed to the public, but a number of school visits had taken place during November and December. The Town House Museum had also been pre-booked by a number of groups to hold courses, etc.

In response to questions regarding the Seahenge Stump and the presence of other seahenge(s), the Western Area Manager explained that there may well have been other similar monuments in the Bronze Age. This one, however, was unique as it had been preserved as the result of being sealed in a layer of peat. The importance of creating the correct display/mounts for the Seahenge stump was emphasised as it would be open to national scrutiny. The process for the conservation of the stump provided a long term solution and would be monitored closely. Work had been undertaken to map sites on the North Norfolk coast.

In response to questions from the Chairman, the Western Area Manager explained that the current opening hours of the Lynn Museum up to the end of March were Tuesday to Saturday, 10 am until 5 pm. A review of opening hours had been conducted two years ago and a decision was made to close the Town House Museum during the winter months. The opening hours of the Lynn Museum would be kept under review.

In response to a question regarding 2.5 of the report, the Western Area Manager explained that the Future Jobs Fund was a Government Scheme and the post offered would be for a 6 month job or a 12 month apprenticeship. The funding was currently a one off opportunity, but it could be assumed that if the scheme proved successful, further funding would follow in the same form or on a similar basis. The successful candidate would work alongside the Community Outreach Officer and be able to develop their skills and CV.

Following a further question, the Western Area Manager explained that Members could be circulated with a list of events organised by the Community Outreach Worker. If Members wished to attend any events, they were advised to contact the officer in advance. The Committee was also invited to attend any future events as a group.

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

RESOLVED: (1) That the report be noted.

(2) Consideration be given to the Committee as a group to attend a future event organised by the Community Outreach Worker.

(3) The Community Outreach Worker be invited to give a presentation at the next meeting of the Committee.

(4) Thanks be conveyed to the Friends of the King's Lynn Museums for their continued support.

(b) Review of Collections in King's Lynn Museums

The Curator of the Lynn Museum presented a report which provided information on the Phase 3 of the review of collections in King's Lynn Museums. It recommended the de-accessioning and rationalisation of a number of items that fell outside the NMAS Acquisition and Disposal Policy.

The stores at King's Lynn Museums contained a number of large social history objects which were brought into the collections during the 1970s at a time when museums generally were actively collecting items in a relatively uncontrolled manner, without reference to an official collecting policy or quality control. As a result many collections contained objects which were duplicated with other museums, of poor quality and now required large conservation resources to be of display standard. As a result access to other stored and better provenanced collections had been made difficult and on occasion impossible for health and safety reasons. Some objects showed signs of possible woodworm which might threaten other collections.

The rationalisation process at King's Lynn Museums began in 2007, and to date 88 objects had been rationalised and found new homes with organisations or original donors.

The priority for consideration in the third phase of the rationalisation process were large objects currently stored in North and South Warehouse, Aickman's Yard.

It was envisaged that a rationalisation programme would provide:

- Improved care and access to the collections stored at Aickman's Yard store.
- Creation of space to allow improved collections management of stored collections including the stored Seahenge Bronze Age timbers from Holme.
- Resources and storage space freed up to better care for and utilise other parts of the collection.
- Removal of any threats posed by items in the form of possible woodworm infestation.

It was noted that while finding a new home for the objects in another museum would be the ideal first priority, it may be that because of the poor quality and lack of provenance of the objects, destruction of the objects may be the only realistic outcome of the rationalisation process.

The Curator of the Lynn Museum advised that during the 2007-2009 rationalisation programmes, no objects were subject to destruction.

The methodology for identifying items for de-accessioning and potential disposal was outlined.

The Committee was informed of the process for the disposal of accessioned material, together with the timescale as detailed in the report.

In concluding, the Curator of the Lynn Museum advised that the collections review was proposing to remove items that were of minimal interest in interpreting the history of King's Lynn, and would free up space and resources for the benefit of the remaining collections.

The Curator of the Lynn Museum drew the Committee's attention to the recommendation.

In response to questions, the Curator advised that there would be a Phase 4 review of collections in King's Lynn Museums.

County Councillor Horsbrugh reported that Bryan Howling was currently looking for suitable objects and there may also be other similar groups seeking objects such as those listed in Appendix A.

In response to questions on the fairground models, the Curator explained that the models were in poor condition, produced in the 1960's, and were not of display quality. The Tourism Manager undertook to investigate the possibility of displaying these models at the Southgates in King's Lynn.

RESOLVED: (1) That the Area Museums Committee agreed that the objects listed in Appendix A were de-accessioned.

(2) The Committee was invited to advise the Curator of the Lynn Museum of any group/organisation who were interested in any of the items listed in Appendix A.

(3) The Tourism Manager to investigate the possibility of displaying the fairground models at the Southgates, King's Lynn.

6 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.

The key points were highlighted as set out below:

- Adding to the contents of the report, the Tourism Manager reported that visitor numbers to the Borough Council's two main Tourist Information Centres in King's Lynn and Hunstanton during the period January – December 2009 had totalled over 245,000, around 11.5% more than in 2008. In Hunstanton, the total of just under 154,000 visitors was the highest recorded in recent years and 15.7% higher

than last year. In King's Lynn the total of 91,400 visitors was 5.1% higher than 2008 and the second highest since 2001.

- Downham Market TIC – To date in 2009 (January – November) a total of 1,914 enquiries had been made at the Tourist Information desk of the Council Information Centre at Downham Market. The December figures for Downham Market were not yet available.
- Tales of the Old Gaol House – Visitor numbers to Tales of The Old Gaol House for the period January – December 2009 were 6% higher compared with 2008.
- West Norfolk Holiday Guide – Delivery for distribution to take place from 4 January 2010.
- West Norfolk Advertising Campaign – The final total number of enquiries from the 2009 campaign was close to 38,000 enquiries. This was below the target of 42,000 enquiries. This in part reflected increased spending on locally based advertising and promotions to promote visits by local residents and day visitors to local attractions, offset by a reduced spend on national advertising aimed at generating enquiries for the main brochure. Looking to 2010 the planned increased use of on-line advertising media to generate requested for the 2010 holiday guide was expected to increase the level of enquiries to 46,000 based on the same level of advertising spend as in 2009.
- Other publications – Production of Where To Go and What To Do in West Norfolk was underway with publication due for early February. New editions of the Hunstanton mini guide and Downham Market mini guide and Discover King's Lynn would be produced by March 2010.
- King's Lynn Town Guides Leaflet – The Borough Council will again be organising design and production of the King's Lynn Town Guides guided walks leaflet in conjunction with the King's Lynn town guides.
- Hunstanton Promenade – Sea Change application. The application to the Seachange programme for a Promenade enhancement programme did not succeed in attracting one of the limited number of grants available. A total of 7 grants were awarded nationally. There were over 40 applications. Despite this outcome, work was continuing to take place to prioritise and develop further proposals for a number of schemes to enhance the promenade.
- The Town Hall – Further work in respect of the service review process including the future development of proposals at the Town Hall was continuing to take place in accordance with the actions reported to the Committee in November. There were no further outcomes to report.
- Service Reviews – The current service reviews being undertaken by the Borough Council may impact on net budgets and delivery of tourism and heritage facilities.

In response to questions on the delivery of the West Norfolk Guide, the Tourism Manager explained that the guides would be available at the TIC in Hunstanton on 4th January and at King's Lynn TIC 5 January. The guides would also be distributed via the Leisure Target Distribution Network within the local area

In response to a question on the increase in visitor numbers in Hunstanton, the Tourism Manager suggested that the reason for the increase had probably been mainly due to the favourable weather conditions during the summer period and the positive effect of the economic climate on UK tourism. Good feedback had been received from visitors via letters and emails.

The Tourism Manager confirmed that accommodation was featured in West Norfolk Holiday Guide. A single advertising charge for the coverage in the brochure and the website ranged from around £100 for the smallest entry to over £2000 for a double page entry.

The Chairman thanked the Tourism Manager for his informative report.

RESOLVED: That the report be noted.

7 ANY OTHER BUSINESS

Green Quay Update Report

The Manager of the Green Quay provided a verbal update for the period April to December 2009.

It was reported that it had been an extremely tough year for the Green Quay, the following figures were noted:

Café income increase of 4.8%
Shop income increase of 6.9%
Footfall increase of 5.3%

Due to a decrease in trade during the last two months, the decision had been taken to reduce the number of staff by one-third in order for the Centre to continue trading. It was anticipated that the Centre would be able to keep open for a further year. A reduction in service had meant that the income level had decreased.

The Green Quay was being used by groups during the evenings and also by the Paul Nicholas Acting School every Saturday, at which 75 children attended each week.

The Manager of the Green Quay highlighted that the centre was beginning to look “shabby” as it was now 10 years old. No money had been spent on improvements to the Centre and this did not create a good impression. He also raised concern of the lack of signage as the centre was open 361 days of the year.

Conference and training facilities were available at the Centre and additional bookings were required if the Centre was to survive.

In May 2010, the Green Quay was planning to celebrate its 10th Anniversary during the Bank Holiday weekend.

The Education Officer had been taken over by Natural England, but would remain based at the Green Quay for a 3 year period.

The Green Quay was in the current situation partly due to the loss of grant from Norfolk County Council and a grant reduction from the Borough Council. The Centre could not run on the café/shop alone.

In response to comments on the importance of the Green Quay, the Chairman suggested that Natural England be encouraged to help promote the facilities offered by the Green Quay.

In response to questions, the Green Quay Manager explained that the current situation of the centre would be reported to the Trustees at their meeting in 3 weeks time.

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

(2) Thanks be expressed to the Green Quay Manager for the work undertaken by his team and himself.

10 DATE OF NEXT MEETING

Monday 12 April 2010 at 2.15 pm in the Council Chamber, Ground Floor, King's Court, Chapel Street, 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 3.37 pm



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01553 773450 and we will do our best to help

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

15 March 2010

Item No. 5

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museums in the period January to February 2010**

1. Temporary exhibitions and events

- 1.1 The Lynn Museum closed to the public on 30 January to facilitate the installation of the Seahenge stump, alongside other building and gallery improvements.
- 1.2 The Town House opened to visitors from 2 February, offering free admission until the end of March. Core museum services including learning activities, research and identification enquiries are currently being delivered through the Town House.
- 1.3 Visitor numbers at Town House during February half term were pleasing, with some 630 visits. A broad range of family learning events were organised by the Community Outreach Officer during the half term holidays. Sessions included: *Roman Life*; *Life in WW2*; *Make a Massive Henry VIII* and *Film-Making*. Approximately 70 children participated in these sessions.
- 1.4 Further family events at the Town House are planned for the Easter school holidays including: *Victorian Servants*; *Medieval Fashion*; *Medieval Murals*; and *A World War 2 Mystery*.

2. Other Museum Developments

- 2.1 With effect from April 2010 there will be some changes to the NMAS Western Area Curatorial team structure that will result in additional curatorial time being allocated to King's Lynn Museums and facilitate specialist curatorial staff being freed up from premises management

duties. Oliver Bone – currently Curator of Ancient House Museum Thetford - will take on the role of Curator for Kings Lynn & Thetford, including responsibility for front of house teams, exhibition and event planning and the development of curatorial services. Tim Thorpe – currently Curator for King's Lynn Museums - will become Collections Officer for Kings Lynn & Thetford, with responsibility for collections management, documentation and collections access. These changes will encourage more skill and resource sharing between King's Lynn & Thetford, building on the good work already being done by Melissa Hawker and Marie Kennedy for learning & community outreach services. Linked to these changes, Steve Harris – the Gressenhall Operations Manager - will take on the role as Person in Control for Health & Safety across Western Area sites and will also lead on premises management.

- 2.2 During the closure of the Lynn Museum, two significant building maintenance projects are being undertaken. Major damp-proofing, re-plastering and lime-washing works are being carried out on internal walls. Debris clearance works are also taking place in roof voids.
- 2.3 King's Lynn Museums continue to host a UEA postgraduate Museology student placement. Gemma Smith is based at the Lynn Museum for two days per week and is helping the Curator and Community outreach Officer with a number of collections management projects.
- 2.4 The third phase of collections rationalisation is ongoing and an advertisement has appeared in the *Museums Journal*. Work also continues on reorganising reserve collections held in store..
- 2.5 Recruitment is currently underway for a 6 month job through the Future Jobs Fund scheme targeted at unemployed young people. The successful candidate will work with the Community Outreach Officer.

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 are currently supporting a long-term programme of painting conservation.
- 3.2 The Friends are providing match funding for the acquisition of two archaeological metalwork finds from West Norfolk. This has facilitated additional grant funding from the V&A Purchase Grant Fund.

4. Partnership Projects

- 4.1 NMAS has been assisting Borough Council colleagues with the identification of suitable paintings for inclusion in the next Festival exhibition.

- 4.2 A creative writing event for local schools focussed on The Walks is being developed by the NMAS Learning Officer, working with colleagues from the Borough Council and King's Lynn Library. This event will run on 26 April.
- 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 continuing to support the Fenland Partnership working group which is developing the next Fenland exhibition *Fenland Stories*. The community films created for this exhibition have now been completed and are being prepared for installation on the interactive willow tree that forms the centrepiece of the display. A launch event is scheduled at Ramsey Rural Life Museum for 1 April. The exhibition will then tour across the Fens.
- 4.5 NMAS is continuing to work with the Borough Council on the Walks restoration project, for which NMAS is managing the interpretation strategy.
- 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.

5. Learning & Outreach

- 5.1 School numbers have continued to improve, with a likely outturn of 1,400 school visits for the year 2009-10.
- 5.2 A new version of the popular *All the Fun of the Fair* event for younger school children was piloted at the Lynn Museum on 23 February. 38 reception-age children from Whitefriars School participated in a range of events strongly focussed on collections relating to Frederick Savage and the Mart. Teachers provided very positive evaluation for this event, which will be rolled out on a larger scale during the 2011 Mart.
- 5.3 Seven young people aged 16-18 from King's Lynn who are categorised as NEET (not in employment, education or training) have completed a Renaissance-funded film-making project which explored how women were treated at different times in the past. The young people worked with film-maker Alex Murphy and Community Outreach Officer Marie Kennedy. They met a range of historical characters including Margery Kempe and Mary Smith (a young woman accused of witchcraft.) They also visited other NMAS sites including Gressenhall and the Ancient House Museum in Thetford. The film was previewed at a celebration

event at the Town House on 22 January, where participants were also presented with accredited Gold Norfolk Youth Award certificates.

- 5.4 Following the success of the first NEET project, Renaissance funding has been secured for a further project with the same group of young people who are all keen to progress. The Community Outreach Officer has recently given two presentations at specialist events for museum professionals, detailing her work with NEETS.
- 5.5 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. The young people are currently designing the exhibition that will be displayed at the Lynn Museum and tour around the three secondary schools in King's Lynn.

6. Visitor 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:
Dr Robin Hanley
Western Area Manager
Norfolk Museums & Archaeology Service
Town House Museum
King's Lynn PE30 5DQ
Tel: 01553 773450
e-mail: robin.hanley@norfolk.gov.uk

Item 6

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

Date: 15th March 2010

Report from: Tourism Manager, 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 during the period January – February 2010.

2 Tourist Information Centres and The Gaol House

2.1 Hunstanton and King's Lynn Tourist Information Centres

Visitor numbers to both TIC's have been lower in January and February 2010 than for the same period in 2009. (26% lower). It is suggested that the colder than normal winter weather will have had an impact on people visiting and taking days out.

2.2 Downham Market Tourist Information Centre

Final year figures for Downham Market TIC, recorded a total 1960 enquires made in person or by correspondence. During January and February 136 enquiries have been made.

2.3 Tales of the Old Gaol House.

Visitor numbers for the period January and February are above levels for the same period in 2009. (26% higher)

3.0 Strategic tourism and heritage initiatives

3.1 West Norfolk Holiday Guide and advertising campaign.

The promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide and taking place as planned. The targets for direct requests and distribution are as follows.

	Target	To date
Direct request through West Norfolk campaign	46,000	20,417 (to 28.02.10)
Direct requests through East Anglia Seaside campaign	14,000	4,331 (to 15.02.10)

An additional 40,000 copies are distributed to Tourist Information Centres within the UK, and distributed locally including exhibitions and events.

3.3 Other publications

The 2010 edition of Where To Go and What To in West Norfolk was published on 3rd February. Distribution of the 200,000 copies commenced immediately.

New editions of the Hunstanton mini guide and Downham Market mini guide and Discover King's Lynn are currently being produced .

3.4 King's Lynn Town Guides leaflet

The Borough council is again organising the design and production of the King's Lynn Town guides guided walks leaflet in conjunction with the King's Lynn town guides. The 2010 programme of regular guided walks include Historic Lynn, Turbus' Town, Greyfriars to Red Mount and Docklands walk. A series of special Monday evening walks include; Fisherman's Lynn, Pubs and mansions of Georgian Lynn, Old Gaywood and many more.

4 Destination Management System and website

- 4.1 The tourism section at the Borough Council are currently working with East of England Tourism, to develop a new West Norfolk destination management system which will link through to the www.visitwestnorfolk.com website and be used to provide data on numerous aspects of the West Norfolk Tourism product.
- 4.2 The development which has benefitted from financial support from East of England Tourism is essentially a complete database for storing tourism related information including accommodation, attractions, events, restaurants, retail and much more. The data which is updated and maintained by East of England Tourism is then available for distribution to a number of channels, including the national tourist board websites and Tourist Information Centres.
- 4.3 The development will bring about significant improvements to the www.visitwestnorfolk.com website. It will give the opportunity to provide improved online facilities for customers such as online booking and checking online availability of accommodation providers. The changes will also mean that visitors to the website will also be able to search for details about facilities, places to visit and events on a much more interactive basis using a range of search criteria. It will also improve links between information, so that for example details of an event will also provide a link to accommodation within the local area.
- 4.4 Improvements will be integrated into the website on a gradual basis over the coming months. The first area to see the improvements will be the events section of the website, which will enable people to search for details of events, according to date, event type, location, or according to factors such as price or accessibility.
- 4.5 Local event organisers can get their event details included on the database by completing the event submission form which is found on the introductory page of the events section on the website www.visitwestnorfolk.com.

5 Exhibitions

- 5.1 The Borough Council in conjunction with the West Norfolk Tourism Forum are working in partnership with the North Norfolk Business Forum and North Norfolk District Council to organise an exhibition, promoting the visitor attractions and facilities throughout the area to group travel organisers and travel trade press as well as providing an opportunity for other tourism businesses and accommodation providers to re-acquaint themselves with the attractions and facilities which will be of interest to their customers.
- 5.2 The event – ‘North Norfolk Simply Outstanding’ will take place in Hunstanton at Searles Leisure resort on 18 March. The event is an extension of an event held in previous years which had been organised by North Norfolk District Council and the North Norfolk Business Forum. North Norfolk Business Forum remain the lead organisation for the event.
- 5.3 The event is open to invited group travel organisers, travel trade media and local tourism businesses from 10.00am – 6.00pm with members of the public invited from 2.00pm.

6 Red Mount and South Gate

- 6.1 Planning is underway for public open days to Red Mount Chapel and South Gate during 2010. New in 2009 both sites were open to the public on co-ordinated dates and

promoted through a joint ticket scheme. In 2009 the regular open days saw 2617 people visit Red Mount (which was open regularly for the first time) and 912 people visiting South Gate which was a significant increase on previous years. These figures exclude special group visits and people visiting on Heritage Open Day.

- 6.2 Co-ordinated arrangements are again planned with both sites open Wednesday and Saturdays from 29th May – 11th September. New for 2010 it is also planned for both sites to be open on Sundays throughout August. The joint ticket which covers access to both sites and is valid throughout the period of opening will cost £2.00 adults (Accompanied children free).
- 6.3 Public access is reliant of the valuable and enthusiastic commitment of volunteers including The South Gate Keepers, Friends of the Walks and The King's Lynn Town Guides.

7 Town Hall

- 7.1 Work in respect of the service review process including the future development of proposals at the Town Hall is continuing to take place in accordance with the actions reported to the Area Museums Committee in November
- 7.2 In conjunction with the Norfolk Record Office, The Borough Council are working to develop a specification for architectural feasibility work to be undertaken on the potential development of new Archive facilities within the Town Hall complex. This work is based on the recommendations for the Archive identified in the King's Lynn Heritage and Cultural Assets Buildings Review.

8 Financial implications

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

9 Policy Implications

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

10 Recommendations

- 10.1 The committee is recommended to note the report.

11 Access to Information

- 11.1 No background papers

Author of report.

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