

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 10 January 2011
at 2.15 pm**

Meeting Rooms 1, 2 and 3
King's Court
Chapel Street
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 December 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 10 January 2011** at **2.15 pm** in **Meeting Rooms 1, 2 and 3, King's Court, Chapel Street, 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 18 October 2010 (attached at pages 1 – 12).

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 13 to 16).

6 **Site Update Reports**

- (a) Green Quay six monthly activity report for period ended 30 September 2010 – **(Please note a verbal report will be given at the meeting by Michael Dennis, Manager)**
- (b) True's Yard Museum six-monthly activity report for period ended 30 September 2010 - (attached at page 17)

7 **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 (**Report to Follow**).

8 **Schedule of Meeting Dates 2011**

To consider the following dates for meetings during 2011:

Monday 14 March 2011
Monday 13 June 2011
Monday 17 October 2011

The above meetings to commence at 2.15 pm in the Committee Suite, 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 B Howling, Chairman, 21 Northgateway Way, Terrington St
Clement, King's Lynn, PE 34 4LG

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

Mana Avey

Officers

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

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 18 October 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 I Gourlay (substitute) | - Borough Council of King's Lynn & West Norfolk |
| Mr C Bamfield | - Executive Director, Leisure and Public Space,
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 Chenery
of Horsbrugh | - Norfolk County Council |
| County Councillor M Langwade | - Norfolk County Council |
| County Councillor B W C Long | - Norfolk County Council |
| County Councillor A J Wright | - Norfolk County Council |
| Dr R Hanley | - Norfolk Museums and Archaeology Service |
| Laura Cole-Matthews | - NMAS Growing Communities Officer
(Item 5 only) |

OBSERVING:

- | | |
|------------------------|---|
| Councillor C Walters | - Borough Council of King's Lynn & West Norfolk |
| 1 member of the public | |

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Borough Councillors A Tyler and R Searle, County Councillor S Dunn, Mana Avey (Youth Representative).

2 MINUTES

The Minutes of the Meeting held on 14 June 2010 were confirmed as a correct record.

3 MATTERS ARISING

There were none.

4 DECLARATIONS OF INTEREST

Item 6(b) – Town House Museum Closure Implications

It was noted that Councillors Mrs E Nockolds and B Long were Cabinet Members of the Borough Council who at their Cabinet Meeting on 7 September recommended to Council the following:

- Agree the termination of the lease with Norfolk County Council for the Town House Museum
- Agree to the closure of the Arts Centre Visual arts facilities at their transfer to the Town Hall.
- Agree the proposal to locate the Registrars into the Town Hall and give delegated authority to the Property Services Manager to negotiate and agree terms with Norfolk County Council for the re-location.
- Agree proposals for extended use of the Town Hall including authority to commence the required building works within existing budget.
- Delegate authority to the Executive Director, Leisure & Public Space in consultation with the Cabinet Member for Special Projects and other appropriate Cabinet Members to implement proposals.
- Delegate authority to the Property Services Manager to negotiate with the National Trust for a variation of the lease of the Arts Centre.

5 PRESENTATION BY NMAS GROWING COMMUNITIES OFFICER ON WORK UNDERTAKEN WITH THE KING'S LYNN GROWTH POINT TEAM

The Committee received a presentation from Laura Cole-Matthews, NMAS Growing Communities Officer on her work undertaken with the King's Lynn Growth Point Team. A copy of the presentation is attached at Appendix 1 to the minutes.

The NMAS Growing Communities Officer circulated copies of the Memories of Lynn Touring Exhibition.

Following the presentation, the Committee was invited to comment/ask questions, a summary of which is set out below:

- The Memories of Lynn Touring Exhibition had received excellent press coverage which had encouraged people to contribute to items for the exhibition. The Exhibition would be touring the following venues: Borough Council of King's Lynn and West Norfolk, Fairstead Community Centre, Hillington Square Community Centre, South Lynn Baptist Church, King's Lynn Library, Gaywood Library and True's Yard Fisherfolk Museum.
- The Touring Exhibition would be displayed at the Lynn Museum from January to June 2011.

- The Touring Exhibition panels currently being used would be available to loan for future consultation purposes.
- It would be interesting to find out what people remember of how King's Lynn used to be and how they would like it to be in order to steer direction for the future. **Response:** *Events and memories were being recorded which would help to inform future decisions.*
- Had there been anyone available to contribute to the exhibition prior to Hillington Square being built? **Response:** *Yes, a lady who had lived in the old Hillington Square area prior to it being built. She had then moved away but returned and now lived in Hillington Square.*

RESOLVED: The Chairman thanked the NMAS Growing Communities Officer for her most informative and interesting presentation.

6 REPORTS OF WESTERN AREA MANAGER

(a) King's Lynn Museums Report – June to September 2010

The Western Area Manager presented a report which provided Members with information on King's Lynn Museums from June to September 2010.

The following points were highlighted by the Western Area Manager.

- The Lynn Museum had now entered its free admission period, which extended from October to March.
- The current temporary exhibition at Lynn Museum is *World War Two: Local Secrets and Stories*, which would run until 8 January 2011. This exhibition explored the subject of everyday life in Norfolk during World War Two as told by local people. Following its run at Lynn Museum, the exhibition would move on to Gressenhall and Ancient House Museum, Thetford. A range of complimentary family and school events had been planned.
- A broad programme of events was organised by the Community Outreach Officer for the school summer holidays, delivered both on museums sites and as outreach to local communities. 584 children and adults participated in activities throughout July and August 2010.
- A range of half term Seahenge-themed events were delivered in June to mark the re-opening of the Lynn Museum following the installation of the Seahenge stump display.
- The Lynn Museum had continued to benefit from excellent coverage in the Lynn News through the weekly *History on our Doorstep* series of articles highlighting different objects from the museum's collections.
- External maintenance works would commence on the reception roof of the Lynn Museum during October.
- The Friends continued to support a long-term programme of painting conservation for King's Lynn oil paintings.
- The latest edition of the Friends newsletter had been published. The Friends held their Annual General Meeting at the Lynn Museum on 11 October 2010. Bryan Howling had been elected as the new Chairman.

- 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*. Some twenty museums and heritage sites continued to be involved with the partnership.
- The latest traveling exhibition and events programme organised by the Fenland Partnership was *Fenland Stories*, exploring both traditional and modern Fenland tales and stories. A range of community films created specifically for this exhibition feature on an interactive willow tree that formed the centerpiece of the display. Sixteen museums and other venues currently featured on the exhibition tour, which would end at Lynn Museum in Summer 2011. Members were invited to take a copy of the DVD and a bookmark at the end of the meeting.
- The NMAS Renaissance-funded Growing Communities Officer had worked with the Borough Council's Growth Point team to develop the Memories of Lynn project. This work was being complemented by a film made by local young people exploring how the town had changed since the 1960s through intergenerational interviews with local residents.
- Both the Lynn Museum and Town House Museum were open with free admission for Heritage Open Day on 12 September resulting in 828 visits to the Town House Museum and 591 visits to the Lynn Museum. The town had benefited from the bus service arranged by the Civic Society.
- Between June and September the Learning Officer had worked with 250 school children in the museum. School bookings levels for the Autumn term were looking promising, with another 200 children already booked to visit before December.
- The Learning Officer was also involved in an extended schools outreach programme at Reffley Primary School. The project would run until December 2010.
- From October there would be a children's History Club running every Thursday in term time at the Lynn Museum which had been funded by the Gifted and Talented scheme aimed at KS2 children.
- The Community Outreach Officer was continuing to deliver programmes for young people categorised as NEET (not in education, employment or training). Further Renaissance funding had been secured for a successor project with a group of young people who participated in recent film-making projects. The next NEET course would commence on 13 October for ten weeks. The project would link in with the Memories of Lynn exhibition.

The visitor figures to King's Lynn Museums were tabled and the Western Area Manager provided an overview from April to September 2010. He explained that the Lynn Museum had been closed during April and part of May which had affected the number of visitors to the museum. Since the re-opening of the Lynn Museum there had been a significant number of visits. With the Museum being in the free admission period it was anticipated that there would be a boost in visitors to view the Seahenge display.

The visitor figures for the Town House Museum had increased for the same period last year and the performance appeared to be consistent.

Councillor Langwade made reference to the Reffley Temple site which was on land leased by the Borough Council to the Local Community Association. He added that the display could be stored in the Community Association Hall.

The Chairman, Councillor Mrs Nockolds informed the Committee that there was a new walks booklet available entitled "Coast Alive" and featured walks in and around King's Lynn, including a walk within Reffley Wood. The project was supported by NCC with funding from the EU. The project aims to encourage more people to use the local footpaths for recreation.

In response to a question on the Heritage Open Day, the Western Area Manager explained that the Lynn Museums supported the open day. The Town House Museum historically had an increased number of visitors on the open day. He added that this was an excellent testimony of organisations working together.

The Chairman, Councillor Mrs Nockolds asked if visitors travelled a greater distance to see the Seahenge display. In response, the Western Area Manager explained that a postcode survey was undertaken which indicated the distance people travelled to visit the museum. The core of visits were local within a 30 minute travel time.

In response to questions regarding the Friends of the Museum, the Western Area Manager explained that the Friends had committed £1,000 to support a rolling programme of conservation of art work. The Friends often provided match funding to enable the Museum to purchase paintings.

The Chairman, Councillor Mrs Nockolds enquired if young people from the Barroway Drove and Downham Market area had attended the school holiday activities and Fenland Stories. In response, the Western Area Manager explained that the NMAS had tried to hold events in a wide spread of locations. He offered to bring a report to the next meeting which outlined details and attendance at events.

In response to questions on the Children's History Club, the Western Area Manager advised that the club was being promoted by the Community Outreach Officer in schools. There was a limited number of spaces available and a list was being co-ordinated. The club was being offered at no charge.

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

RESOLVED: (1) That the report be noted.

(2) The Chairman, Councillor Mrs Nockolds on behalf of the Committee undertook to write to the Friends of the Museum thanking them for the valuable contribution towards the Museums.

(3) The Western Area Manager to submit a report outlining details/attendance at learning and outreach events.

(b) Town House Museum Closure Implications

The Chairman, Councillor Mrs Nockolds explained the reasons why the Committee had not been invited to participate in a tour of the Town House Museum prior to today's formal meeting, and made reference to the Council's Cabinet report of 7 September 2010.

Chris Bamfield, Executive Director Leisure and Public Space at the Borough Council attended for this item.

The Executive Director Leisure and Public Space addressed the Committee and explained that elected Members were aware of the proposals as reported to Cabinet and Full Council. He congratulated the Western Area Manager on his excellent report and although there was an element of sadness with the closure of the Town Hall Museum, there were enhanced opportunities within the revised plans for the Town Hall. There were ongoing discussions with NMAS and handheld audio devices would be able for those participating in the new heritage tour. There would also be displays to complement events and the history of the Town Hall.

The Chairman, Councillor Mrs Nockolds highlighted the reasons for the closure of the Town Hall and explained that with the decision to close St Margaret's House, the Registrars Service had indicated that they wished to be located within the Town Hall.

The Western Area Manager presented the report which detailed the initial implications of the Borough Council's proposal to close the Town House Museum. The report also identified opportunities for maintaining and enhancing NMAS service delivery through a re-developed Town Hall complex.

The Committee was informed that the Borough Council had indicated that it intended to seek the closure of the Town House Museum as part of a wider efficiencies-based project to relocate Visual Arts and Registrars services to the Town Hall and enhance public access to the Town Hall's historic spaces.

NMAS also had office accommodation, collections and non-collections storage in the Town Hall building. The Town House currently provided the focus for NMAS schools and community outreach programmes in King's Lynn, elements of which made regular use of hired spaces in the Town Hall. The last day of opening of the Town House Museum would be 30 October 2010.

It was highlighted that NMAS service delivery in King's Lynn was governed by an annual Service Level Agreement (SLA) with the Borough Council. The SLA covered the cost of offering 6 months free admission at the Lynn Museum.

The Western Area Manager advised that NMAS and the Borough Council officers had discussed the Town House closure proposals and were currently exploring opportunities for NMAS to support the delivery of a range of interpretation, curatorial and learning services within the redeveloped Town Hall Complex. It was anticipated that a revised SLA would be agreed following the completion of those discussions.

The Borough Council had indicated that it would provide appropriate alternative office and storage accommodation for NMAS use following NMAS vacating existing spaces in the Town House and Town Hall.

NMAS staff would liaise with Borough Council colleagues to agree an appropriate timescale for the museum pack-up. The Western Area Manager outlined the key issues to be addressed as detailed in section 2.3 of the report and reassured the Committee that NMAS was confident the Town House Museum could be packed up within the timescale agreed.

The opportunities for NMAS to deliver future services through a redeveloped Town Hall complex were outlined as set out in section 3 of the report.

The Western Area Manager explained that NMAS staff would continue to liaise with colleagues from the Borough Council in regard to the following key areas:

- Timetabling and resource requirements for the Town House Museum pack-up project.
- Provision of appropriate alternative office and storage accommodation.
- The role for NMAS in providing new displays and interpretation in the re-developed Town Hall.
- The role for NMAS in delivering long-term specialist museum services in the re-developed Town Hall.

The resource implications were outlined as set out in section 5 of the report.

In conclusion, the Western Area Manager drew the Committee's attention to the following recommendations:

- (i) That the Area Museums Committee notes the report.
- (ii) The Area Museums Committee supports NMAS involvement with the development of future heritage services in the re-developed Town Hall complex.

Councillor Langwade expressed concern at the condition of undercroft where some items were being stored. In response, the Chairman, Councillor Mrs Nockolds advised that the undercroft was not the responsibility of the Museums Service, but a storage area located within the Town Hall Car Park was used for storage purposes.

In response to questions regarding being able to view all objects following the closure of the Town House Museum and records being kept, the Chairman

drew Members' attention to 2.3 of the Western Area Manager's report which outlined the key issues to be addressed. The Western Area Manager advised that in accordance with adopted procedures, a record of all items/displays in the Town House Museum would be made by the NMAS staff. He added that it was unlikely that any item would be de-accessioned or disposed of.

In response to further questions, the Western Area Manager explained that all staff employed by Norfolk County Council were aware of the proposals.

County Councillor M Chenery of Horsbrugh enquired if there were any artifacts on loan and if any were dispersed with, would they go out of Norfolk. In response, the Western Area Manager explained that there were a small number of items currently on loan. NMAS were presently working to end loan agreements. However, the Bridlewell Museum in Norwich had expressed an interest in displaying items from the 1950s room currently in the Town House Museum.

Councillor Gourlay commented that at a recent Full Council meeting he had gained the impression that objects would be displayed on a rotational basis. The Western Area Manager explained that it was hoped items could be incorporated into the proposed Town Hall displays or Lynn Museum and there would be scope for temporary exhibitions.

The Chairman, Councillor Mrs Nockolds, suggested that specific items such as toys be displayed in the Registrars Area where families would be visiting and children would be able to view the toys. The Western Area Manager advised that there would be opportunities to explore displaying a wide range of items to engage a broad range of people within the redeveloped Town Hall complex. Toys would continue to be a key to activity which schools would be participating in.

RESOLVED: 1) That the Area Museums Committee notes the report.

2) That the Area Museums Committee supports NMAS involvement with the development and delivery of future heritage services in the re-developed Town Hall complex and in addition include reference to the following:

- **if financially possible to maintain and develop activities for schools**
- **support joint working with the visual arts**
- **maintain access to key collections including toys.**

7 SITE UPDATE REPORT

Green Quay six monthly activity report for period ended 31 March 2010

The Chairman, Councillor Mrs Nockolds explained that no report had been received. However, she reported that the Green Quay was busy regarding the hiring of rooms.

RESOLVED: The Chairman, Councillor Mrs Nockolds on behalf of the Committee would visit the Green Quay.

8 REPORT OF THE BOROUGH COUNCIL

The Tourism Manager presented a report that updated Members of the Committee on tourism marketing and the operation of the tourism and heritage facilities operated by the Borough Council during the period June – September 2010.

The key points were highlighted as set out below:

- West Norfolk Holiday Guide and advertising campaign 2010 - The promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide had delivered good results to date.

	Target	To date
Direct request through West Norfolk campaign	46,000	42,651(to 06.10.10)
Direct requests through East Anglia Seaside Campaign (completed)	14,000	16,055

An additional 40,000 copies were distributed to Tourist Information Centres within the UK, and distributed locally including exhibitions and events. The Tourism Manager advised that the Council was confident that a higher target would be achieved than the previous year.

- West Norfolk Marketing Campaign 2011 – West Norfolk Holiday Guide 2011 was currently in production and would be printed in December 2010. The marketing campaign aimed at generating enquiries would commence in early January. Where to Go and What to Do in West Norfolk would be published in January with distribution across Norfolk and surrounding areas would take place from February onwards. New editions of Discover King's Lynn, Hunstanton mini guide and Downham Market mini guide would be published in March 2011.
- The Borough Council in partnership with the West Norfolk Tourism Forum were continuing to develop and explore opportunities for developing new strategic marketing approaches, in particular, in the current environment of change at local, sub regional and national level which may influence future approaches to marketing and development of the tourism economy. Opportunities for more collaborative marketing of the tourism product based around the North Norfolk coast would be explored.
- Destination Management System and website – The new accommodation section on the website www.visitwest.norfolk.com using the facilities and content of the new Destination Management System was nearing completion and would go live within the next few weeks. The existing accommodation section appearing on the website would remain functional until the new facilities went live.

- Tourist Information Centres - Visitor numbers have been good, although lower than the record levels achieved in 2009. Both King's Lynn and Hunstanton TIC's saw figures lower than normally expected during the January – March period. Figures for August were also lower than expected. In King's Lynn the August figures were also lower than 2009 when the Hanse Festival exhibition attracted significant additional numbers. September figures were high at both TIC's. Overall to date, figures were around 9% lower than 2009, but around 2% above the average for the four preceding years.
- Heritage Open Day 12 September 2010 – The event featured an increased number of 39 locations or venues open to the public as well as historical re-enactments and a vintage bus service. Publicity for the event was increased for 2010 with wider distribution of the Heritage Open Day programme and production of a promotional flyer targeting potential visitors within around 30-40 miles of King's Lynn.
- Red Mount and South Gate – The programme of public open days at Red Mount Chapel and South Gate ran from 29 May to 11 September 2010 on Wednesdays and Saturdays plus the introduction of Sunday opening in August. Both sites were promoted on a joint ticket basis, £2 adults, children free. Visitor numbers were lower than in 2009, the first year that Red Mount was open to the public.
- Tales of the Old Gaol House/Regalia Rooms and the King's Lynn Archive – Due to reductions in staff levels, opening times during April – October were reduced from 6 days per week in previous years to 5 days per week during 2010. Following the recommendations from the tourism service review, the site was due to close to the public after 30 October, with access to the Archive and Regalia Rooms maintained on Fridays. The site was scheduled to re-open to the public in April subject to changes now proposed for the wider Town Hall complex. The Gaol House did not feature in the 2011 holiday guide and visitor figures were 24% down on 2009 figures.
- Pilgrimage Trail – Based on the Pilgrimage Trail developed in 2007, plans had been developed for the introduction of Royal National Institute of Blind People – React system was being launched on 25 October 2010.
- Normans in Norfolk – The Borough Council, Museum Service, Norfolk Record Office, Civic Society and other organisations worked with Norfolk Tourism and BBC Learning to co-ordinate a wide range of special events and activities from August to October as part of BBC Hands on History and to tie in with the BBC's Norman season on TV, radio and online.
- Ambassadors Programme – The Ambassador Programme had continued to enroll more people as West Norfolk Ambassadors. The current Autumn programme had included sessions in September, October and November, with most sessions run to capacity and with over 650 people now having completed the programme. The special free guided walks now offered to delegates who had completed the Ambassadors programme had continued to prove popular.
- Regeneration Service Review – Through the regeneration service review, part of the Borough Council service review process, the

operational management of tourism and heritage facilities including The Town Hall, Gaol House and TIC's had been transferred to the Leisure and Open Spaces Directorate. Tourism marketing and development remained a key part of the regeneration function which would be incorporated into the Development and Regeneration Services Directorate.

In response to questions regarding the number of visitors to the Red Mount and South Gates on Sundays, the Tourism Manager advised that on the 5 Sundays in August there were 112 visitors to Red Mount.

Responding to questions on the Heritage Open Day, the Western Area Manager explained that 30,000 single sheet flyers had been distributed to main tourist outlets and larger accommodation locations which included Spalding, Boston and Peterborough and were aimed at approximately one hour travelling distance.

In response to questions on the Pilgrimage Trail and the installation of the React System, the Western Area Manager explained that this would be included in next year's promotional campaign particularly in the main West Norfolk Holiday Guide and Discover King's Lynn. The Chairman added that the React System would be available in the Tower Gardens and that she would be encouraging the planting of sensory plants within the gardens.

County Councillor Long commented on the number of visitors to Tourist Information Centres being lower than in 2009 and that visitors used the internet to obtain information prior to arriving at their holiday destination. The Tourism Manager stated that national research had been undertaken in 2009 and that visitors in Britain used the internet only, TIC only or a combination when holidaying. The study had concluded that 46% of those people who had visited the Tourist Information Centre whilst on holiday had extended their stay in the area.

Following questions on information being available at railway stations in London through to King's Lynn, the Tourism Manager explained that information display racks were provided by major distributors and companies could pay to display leaflets. There were no display stands specifically dedicated to West Norfolk.

The Chairman thanked the Tourism Manager for his informative report.

RESOLVED: That the report be noted.

9 ANY OTHER BUSINESS

Archaeology Dig at Whitefriars

Councillor Langwade asked for a progress report on the archaeology dig being undertaken at Whitefriars.

RESOLVED: The Western Area Manager undertook to provide an update report at the next meeting of the Committee.

10 DATE OF NEXT MEETING

Monday 10 January 2011, 2.15 pm in Meeting Rooms 1, 2 and 3, Borough Council Offices, King's Court, Chapel Street, King's Lynn.

If any Member is unable to attend meetings of the Committee, please could they forward apologies to the Democratic Services Officer well in advance of the meeting.

The Meeting closed at 3.58 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**

10 January 2011

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 October to December 2010**

1. Temporary exhibitions and events

- 1.1 The Lynn Museum has in its free admission period, which extends from October to March.
- 1.2 The current temporary exhibition at Lynn Museum is *World War Two: Local Secrets and Stories*, which runs until 8 January. This exhibition explores the subject of everyday life in Norfolk during WW2 as told by local people. The displays feature a range of wartime collections, alongside a film created by local NEET young people. Following its run at Lynn Museum, the exhibition will move on to Gressenhall and the Ancient House Museum in Thetford. A range of complimentary family and schools events have been delivered to support this display during its time at the Lynn Museum.
- 1.3 The next exhibition at Lynn Museum from 21 January to 18 June will be *Memories of Lynn: King's Lynn since the 60s*. This display features Lynn people sharing their memories of the changes they have seen in their home town since the 1960s. This exhibition has been developed by the NMAS Renaissance-funded *Growing Communities* project officer, who has worked with the Borough Council's Growth Point team to develop the *Memories of Lynn* project. The exhibition content draws on a series of community reminiscence events, where local residents were encouraged to share their memories and photographs of King's Lynn and consider how the town has evolved from the 1960s to the present day. The exhibition features a range of museum collections, alongside a film produced by local young people, exploring how the town has altered.

- 1.4 A programme of events was organised by the Community Outreach Officer for the October half term holidays and delivered at the Lynn Museum. These events included a family archaeology day and a World War Two workshop, complimenting the *Local Secrets and Stories* temporary exhibition.

2. Other Museum Developments

- 2.1 The pack-up of collections and displays at the Town House Museum is approaching completion, following the final closure of the museum to the public on 31 October. NMAS is currently liaising with colleagues in the Borough Council regarding the provision of alternative storage and office accommodation.
- 2.2 NMAS continues to liaise positively with colleagues in the Borough Council regarding potential NMAS involvement within a re-developed Town Hall complex. These discussions will inform the development of the 2011-12 Service Level Agreement between NMAS and the Borough Council.
- 2.3 The reception roof covering at the Lynn Museum will be renewed at the start of 2011. A temporary roof cover has been installed prior to these works taking place to prevent water ingress. It is intended that the museum will remain open during these works.

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 continue to support a long-term programme of painting conservation for King's Lynn oil paintings.
- 3.2 The Friends held their AGM at the Lynn Museum on 11 October, with new Chairman Bryan Howling being elected.

4. Partnership Projects

- 4.1 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.
- 4.2 The current travelling exhibition and events project organised by the Fenland Partnership is *Fenland Stories*, exploring both traditional and modern Fenland tales and stories. This exhibition is touring the Fens and is currently on show at the Wisbech & Fenland Museum. Sixteen museums and other venues currently feature on the exhibition tour, which will end at Lynn Museum in Summer 2011.

- 4.3 A Stage 1 Heritage Grant application has recently been submitted to the Heritage Lottery Fund for the next Fenland Partnership project *Fenland Lives and Land*. A verbal update on the progress of this application will be given at the meeting.
- 4.4 The NMAS Renaissance-funded *Growing Communities* project officer worked with the Borough Council's Growth Point team to develop the *Memories of Lynn* project. This project involved a series of community reminiscence events where local residents were encouraged to share their memories and photographs of King's Lynn, showing how the town has changed from the 1960s to the present day. These resources were then used to create a touring exhibition telling the story of the town's development. The exhibition launched at King's Court on 1 October and subsequently toured a range of community venues including Fairstead Community Centre, Hillington Square Community Centre, South Lynn Baptist Church, King's Lynn Library, Gaywood Library and True's Yard Museum. Over 6,000 people saw the exhibition during this run. An expanded version of the exhibition will be on show at the Lynn Museum from 21 January to 18 June.

5. Learning & Outreach

- 5.1 A monthly *Mini Explorers Club* has been established at Lynn Museum, targeted at under 5's, their carers and families. Sessions have included mini beasts, Roman pottery and Christmas. These sessions have generated very positive feedback, with around ten families regularly attending.
- 5.2 The Learning Officer has continued to deliver a varied programme of events to local schools. The current schools programme includes a special World War Two event to link with the temporary exhibition at the Lynn Museum, along with sessions on Invaders and Settlers, Romans and Iceni, Maritime Life, Fenland Life and Archaeology
- 5.3 The closure of the Town House Museum has required the re-scoping of the existing schools programme. This has included the development of a new session for the Seahenge display at Lynn Museum.
- 5.4 The children's *History Club* continues to meet every Thursday in term time at the Lynn Museum. This activity is funded through the Gifted and Talented scheme and is aimed at KS2 children. The focus is on historical enquiry skills and local history.
- 5.5 The Community Outreach Officer is continuing to deliver programmes for young people categorised as NEET (not in education, employment or training). Funding has been obtained through the College of West Anglia to deliver a range of NEET programmes in King's Lynn.
- 5.6 The latest NEET project links to the *Memories of Lynn* exhibition and features local residents talking about their memories of King's Lynn in

the 1960's. Six young people aged between 16-18 took part in this project, with participants working towards a NCFE level 1 in Creative Craft using Digital Media. These students will be returning in February for a further accredited short course.

- 5.7 The Community Outreach Officer has established a Youth Forum with ten members drawn from previous NEET projects including *Picture This*. These young people are helping with the development of temporary exhibitions such as *Memories of Lynn*, working on aspects including object selection and display design.
- 5.8 The Youth Forum have been commissioned by The Mighty Creatives through the Museums Libraries and Archives Council to develop a best practice toolkit to help museums engage with young people. Members of the Forum and the Community Outreach Officer will be attending a MLA event at the British Library in February to promote their work.
- 5.9 In November the Community Outreach Officer was invited to speak at the British Museum about her NEET work and her commissioning relationship with the College of West Anglia.

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

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Item 6(b)

True's Yard 6 Monthly Report for the BCKLWN Area Museums Committee

- Visitor numbers are exceptionally high. The last financial year 09/10 we exceeded 10,000 for the first time since operation began, and this year, with a target of 12,000 we are more than 2000 up on the same total last year. The press exposure from the opening of the extended Museum and the visit by HM The Queen obviously helped our profile and slowed us to achieve such good figures. We did have an exceptional summer both for visitor numbers and income.
- True's Yard was entered in the East of England Tourist Board best small visitor attraction category, we were advised that 18 different attractions entered from 6 counties and were delighted to be a finalist, collecting the award at a ceremony at Ickworth House.
- In October the True's Yard Museum Research Centre was official launched, with invited guests from education providers and local history societies. The Museum now has a large reading room, with spate library and archive space, as well as the computer suite and sound archive. The facilities will be very useful to family historians and students, and local groups are invited to become associate members.
From September we also have 3 community computer classes, for (usually) elderly people who are complete beginners. There is great demand for such classes, and the students benefit from tours of the Museum and Chapel and each session also uses the tearoom as a welcome break.
- Schools are another area of success, especially since the launch of the True's Yard Time Club, which now has 8 local schools as members. Children receive a badge and biannual newsletter, and early invitations to events, as well as reduced admission when the school member revisits the Museum. Susanne our education and outreach worker also runs a well support programme of events for children and parents in the summer holidays.
- From September 1st True's Yard has taken on 3 training posts as part of the Future Jobs fund. The 3 each have a general Museum role as well as an area of expertise each 1) The Sound Archive 2) The Research Centre 3) Group Tours/School Visits. The 3 young people are working well and are begin given many opportunities to train and improve their employment prospects in the future.