

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 11 June 2012
at 2.15 pm**

Committee Suite
Ground Floor
King's Court
Chapel Street
King's Lynn
Norfolk PE30 1EX



If you require parts of this document in another language, large print, audio, Braille or any alternative format please contact the Council Information Centre on 01553 616200 and we will do our best to help.

LATVIAN

Ja Jums nepieciešamas daļas no šī dokumenta citā valodā, lielā drukā, audio, Braila rakstā vai alternatīvā formātā, lūdzu, sazinieties ar Padomes informācijas centru (Council Information Centre) pa 01553 616200 un mēs centīsimies Jums palīdzēt.

RUSSIAN

Если вам нужны части этого документа на другом языке, крупным шрифтом, шрифтом Брайля, в аудио- или ином формате, обращайтесь в Информационный Центр Совета по тел.: 01553 616200, и мы постараемся вам помочь.

LITHUANIAN

Jei pageidaujate tam tikros šio dokumento dalies kita kalba, dideliu šriftu, Brailio raštu, kitu formatu ar norite užsisakyti garso įrašą, susisiekiite su Savivaldybės informacijos centru (Council Information Centre) telefonu 01553 616200 ir mes pasistengsime jums kiek įmanoma padėti.

POLISH

Jeśli pragną Państwo otrzymać fragmenty niniejszego dokumentu w innym języku, w dużym druku, w formie nagrania audio, alfabetem Braille'a lub w jakimkolwiek innym alternatywnym formacie, prosimy o kontakt z Centrum Informacji Rady pod numerem 01553 616200, zaś my zrobimy, co możemy, by Państwu pomóc.

PORTUGUESE

Se necessitar de partes deste documento em outro idioma, impressão grande, áudio, Braille ou qualquer outro formato alternativo, por favor contacte o Centro de Informações do Município pelo 01553 616200, e faremos o nosso melhor para ajudar.

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

30 May 2012

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 11 June 2012 at 2.15 pm** in **The Committee Suite, King's Court, Chapel Street, King's Lynn** to discuss the business shown below.

Yours sincerely
Chief Executive

AGENDA

1 **Appointment of Chair**

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

2 **Appointment of Vice-Chair**

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

3 **Apologies for absence**

To receive any apologies for absence.

4 **Minutes**

The Committee is invited to confirm as a correct record the notes of the meeting held on 19 March 2012 (attached at pages 1 – 10).

5 **Matters Arising**

6 **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.

7 **Report of the Western Area Manager**

To consider the attached report:

- King's Lynn Museums Report (attached at pages 11 to 15)

8 **Site Update Reports**

- (a) Green Quay six monthly activity report for period ended 31 March 2012 – **(TO FOLLOW)**
- (b) True's Yard Museum six-monthly activity report for period ended 31 March 2012 - **(TO FOLLOW)**

9 **Date of Next Meeting**

Monday 12 November at 2.15 pm in the Heritage Room, Town Hall,
Saturday Market Place, King's :Lynn

To: Borough Council Representatives

Councillors, M Back, G McGuinness, Mrs E Nockolds, Mrs S Smeaton
and 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, 19 School Road, Tilney All Saints, King's Lynn, Norfolk, PE34 4RS

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

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 19 March 2011 at 2.15 pm in the
Committee Suite, King's Court, Chapel Street, King's Lynn**

PRESENT:

| | |
|---|---|
| Councillor Mrs E A Nockolds | - Borough Council of King's Lynn & West Norfolk |
| Councillor M Back | - 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 |
| Kathy Wagg | - Democratic Services Officer, Borough Council of King's Lynn and West Norfolk |
| County Councillor M Chenery of Horsburgh | - 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 |
| Mr B Howling | - Friend of King's Lynn Museums |

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor G McGuinness and V Trevelyan.

2 MINUTES

The notes of the meeting held on 17 October 2012 were agreed as a correct record.

3 MATTERS ARISING

There were none.

6 DECLARATIONS OF INTEREST

There were none.

7 REPORT OF WESTERN AREA MANAGER

King's Lynn Museums Report – October to February 2012

AGENDA ITEM 4

The Western Area Manager presented his report which provided Members with information on King's Lynn Museums for the period October to February 2012 as set out below:

(i) Temporary Exhibitions and events at Lynn Museum

The Lynn Museum charging period runs from April to September. The free admission period runs from October to March.

The exhibition *Fenland Stories*, ran at Lynn Museum from 2 July until 10 January. This was the travelling exhibition developed by the Greater Fens Museums Partnership, which had been touring Fenland venues during the last year. The exhibition explored traditional Fenland tales and included a collection of animated films produced by local people retelling these stories or giving them a modern twist. The films were shown on the centrepiece of the exhibition, the "Whispering Willow" tree.

The current temporary exhibition at the Lynn Museum is *Rehome*, running from 21 January to 10 March 2012. This was a partnership project with the King's Lynn Arts Centre Trust. Staff at the Lynn Museum had worked with the team at the King's Lynn Art Centre and colleagues at Freebridge Community Housing to facilitate the development of exhibitions across three sites in Lynn, inspired by domestic objects from the King's Lynn museum collections. Six artists from the King's Lynn Arts Centre's Aspire Artists project, funded by the Arts Council England, had chosen from a selection of objects from which to draw inspiration and acted as a starting point for the artist's creative ideas. Each artist created two pieces, one for display at the Museum and a second for the Arts Centre. As well as the exhibitions at the three sites, a programme of half term activities for families working with the artists had taken place in February. An Art Trail, supported by artist-led tours, linked up the Arts Centre, Museum and the restored 1960s flat at Hillington Square.

The next temporary exhibition would be *Hard Times: Poverty in King's Lynn in the early 20th century* on show at the Lynn Museum from 31 March. The exhibition would feature the story of the workhouse in King's Lynn. The exhibition would include fine art collections, letters and archives.

A programme of informal family learning events continued to be offered at the Lynn Museum. Events during the October half term included the very popular *Deadly Dinosaurs* on 25 October and *Creepy Collections* on 27 October. In the approach to Christmas, a Christmas Crafts event ran on 10 December. During the February half term a lighting themed event ran on 14 February and a Victorian wash day event ran on 18 February.

AGENDA ITEM 4

A programme of occasional illustrated talks was taking place at Lynn Museums on Wednesday afternoons. Recent talks had included *18th Century literature* on 12 October and *Fenland Stories* on 9 November. The next scheduled talk was *Fear of the Workhouse in early 1900s King's Lynn* on 9 May.

A rare gold Romano-British pendant in the shape of a phallus had been acquired by the Lynn Museum. The object had been found in January 2011 by a metal detectorist in Hillington and declared Treasure by the coroner. The pendant was 2cm long and was in excellent condition. The pendant was purchased by the Lynn Museum with the assistance of the Friends of the King's Lynn Museum, the Victoria and Albert Museum Purchase Grant Fund and the Headley Trust. This significant item was now on display in the Lynn Museum following its collection from the British Museum in January. The acquisition had been the subject of considerable press interest. The NMAS retail team was investigating the production of a replica for sale in NMAS shops.

(ii) Other Museum Developments

NMAS staff had now moved into the new offices provided by the Borough Council on the first floor of the former Town House Museum building above the Registrars offices. The offices included an activity room that would be used as the main venue for youth/NEET engagement projects in King's Lynn. A small display of objects and paintings would occupy the area of the Museums Service within the Town Hall.

NMAS was continuing to support colleagues from the Borough Council with the project relating to the redevelopment of the Town Hall.

NMAS staff provided a display for the Queen's visit to the Town Hall on 6 February. Curator Tim Thorpe showed the Queen a selection of paintings and prints from the museum collections. Community Outreach Officer Stuart Hall presented extracts from the *Fenland Stories* DVD and talked about NMAS's work with young people.

NMAS continued to provide curatorial advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia. This role formed part of the Service Level Agreement for 2011-12. NMAS was currently assisting with specialist valuations for specific collections and had also sourced conservation advice for paintings in the collections.

The planning application relating to the proposed modest alterations to the front glazed elevation of the Lynn Museum had been approved, following liaison with the Borough Council. Confirmation of Listed Building consent was pending. As well as creating more space within the reception area for use by schools and other groups, these works would remove the sheltered external area that had been a focus for antisocial behaviour. Building works would take place in October, following the end of the summer season.

(iii) Friends of King's Lynn Museums

The Friends were continuing to offer a varied programme for members including lunchtime talks, trips and an annual lecture. The Friends would be supporting the afternoon talks programme in the Lynn Museum in 2012.

The Friends continued to support a long-term conservation programme for parts of the fine art collections and had recently agreed to fund conservation on further works of art.

The Friends had recently funded a bespoke seating and storage unit for the Lynn Museum reception that provided secure storage for a range of craft materials and school handling collections.

(iii) Partnership Projects

The NMAS bid to the Arts Council England for Renaissance Major Grants was successful. The Arts Council received 29 eligible applications from museums across the country requesting £116.4 million over three years, against a total budget for the Renaissance major grants programme for 2012-15 of around 60 million. Funding had been offered to 16 applicants, and over the coming weeks the final amount awarded to each organisation for 2012-2015 would be confirmed. In King's Lynn the funding would include support for the development of permanent and temporary exhibitions, youth engagement projects and learning programmes.

King's Lynn Museums continued to lead the Greater Fens Museums Partnership. The Round 2 Heritage Grant application to the Heritage Lottery Fund for the next Fenland Partnership project *Fenland Lives and Land* was successful, with £358,000 awarded to the project over the next three years. Match funding of £20,000 came from the externally funded Renaissance in the Regions programme. Following a start up meeting with the HLF, official permission to start had been granted. Recruitment of a FT project officer and PT support worker was now underway.

The Fenland Lives and Land project aimed to explore the complex relationship between Fenland people and their local landscape. The project would give local communities the chance to get involved in co-producing a range of exhibitions and would also support capacity building and skills development in partner museums. The project aimed to facilitate the development of sustainable relationships with local community organisations through a 'cluster' delivery model. The project would see the development of five exhibitions exploring a range of landscape themes and using a variety of different media. The choice of exhibition themes had been informed by consultation with existing and potential community partners and the wider public. The exhibitions would tour museum partners and community venues and would be supported by programmes of formal and informal learning, delivered both on-site and as outreach. It was suggested that the

AGENDA ITEM 4

Project Officer be invited to give a presentation to the Committee in six months time.

(iv) Learning & Outreach

A monthly *Mini Explorers Club* continued to meet at the Lynn Museum, targeted at under 5's, their carers and families.

The Learning Officer continued to deliver a varied programme of events for local schools.

The Community Outreach Officer continued to deliver programmes for young people categorised as NEET. Postholder Stuart Hall had recently recruited new members to the King's Lynn Museums Youth Forum and a number of meetings had been held.

A development programme was currently underway for the Museum Learning Assistant team at Lynn Museum to provide staff with improved skills in planning and delivering informal learning events.

(v) Visitor numbers

The Western Area Manager reported the visitor numbers for the Lynn Museum as set out below:

| | |
|---------------------|----------------|
| 2012 | 2011 |
| February 1,669 | February 2,401 |
| <u>Year to date</u> | <u>2010/11</u> |
| 15,559 | 13,839 |

The Committee was advised that the reason for less visitor numbers than the same time last year was that the 1960's exhibition opened.

In relation to 1.7, Councillor Mrs Smeaton asked how the Museum found the pendant? In response, the Western Area Manager explained that the finder of the item reported the find to the Finds Identification Unit based at Gressenhall as it came under the terms of the Treasure Act. The item was then identified and was subject of an Independent Valuation Committee to ascertain its value. Expressions of interest from museums were then sought for the item. The Museum then raised the funds with the help of the Friends of the Museum. The person who found the item split the money with the farmer where the item was found. The item was then collected from the British Museum. Lynn Museum was currently looking at ways in which the display featuring the item could be improved.

The Chairman thanked the Friends of the Museum for their contribution towards purchasing the item.

AGENDA ITEM 4

Councillor Tyler referred to item 2.4, and asked whether the Borough Council actually owned the items that were on display at the Museum and Town Hall and whether these items could be hired out? He also asked whether items could be taken to Red Mount Chapel to be displayed such as pilgrim badges?

In response the Western Area Manager explained that all items were governed by the Joint Museums Ownership Agreement with the vast majority being owned by the Borough Council. He explained that requests were received regarding the loan of objects and there were a standard set of loan conditions that had to be complied with but each request had to be assessed in relation to security and environmental issues. He added that the Red Mount Chapel would not be a suitable environment for the display of objects in terms of security and environment, however replica badges could perhaps be considered. With regards to the Pilgrim badges from the Town House Museum, he explained that most would be going on display at the Lynn Museum.

With regards to item 2.5, Councillor Long reported that consideration was being given to moving the CCTV cameras in the bus station to give better coverage, but this was subject to available funding.

Councillor Tyler referred to item 1.6 and reported that he had attended the talk on 18th Century Literature but was disappointed at the number of attendees. He asked whether there was a set figure to see if an event was sustainable? The Western Area Manager advised that the talks often complemented the temporary exhibitions and related to different collections. He added that the talks normally attracted between 15-20 people and it was considered that 15 people attending was enough. In addition, a lot of the talks were given by museum staff or volunteers at minimal cost.

Reference was made to the Sea Henge Timbers and Councillor Wright asked who owned them? The Western Area Manager explained that the timbers were owned by the Le Strange Estate and that the Museum had a formal 10 year loan agreement in place which was expected to be renewed at the end of the 10 year period. He explained that the conservation project for Sea Henge was funded by English Heritage, however if significant conservation works were required to the timbers, then Le Strange Estates would be involved. He added that there was a robust loan agreement in place.

The Chairman referred to paragraphs 4.2 and 4.3 and asked if she could be reminded who the Fenland Partners were. The Western Area Manager agreed to circulate a definitive list of partners to the Committee.

On behalf of the Committee, the Chairman, Councillor Mrs Nockolds thanked the Western Area Manager for an interesting report.

RESOLVED: (1) That the report be noted.

(2) That the Fenland Project Officer be invited to give a presentation to the Committee in six months time.

AGENDA ITEM 4

(3) That the Western Area Manager circulated a definitive list of members of the Fenland Partnership to the Committee.

8 REPORT OF THE BOROUGH COUNCIL

The Tourism Manager presented a report which updated Members of the Committee on tourism marketing and provision of tourism information services undertaken by the Borough Council during the period June 2011 – March 2012.

(i) West Norfolk Holiday Guide and advertising campaign (2011)

The Tourism Manager provided the Committee with the final 2011 figures for the promotional campaigns aimed at generating enquiries for the West Norfolk Holiday Guide were as follows:

| | Target | Final |
|--|--------|--------|
| Direct request through West Norfolk campaign | 46,000 | 48,534 |
| Direct request through East Anglia Seaside Campaign | 13,000 | 13,049 |
| Additional enquiries via email, other advertising and 3 rd party websites | | 11,808 |
| Total brochure requests responded to | | 73,391 |

The remaining brochures were distributed through the national Tourist information network including West Norfolk TIC's and at key road service areas and rail stations with direct connections to the area. The remaining brochures were distributed at exhibitions and events including the Sandringham Flower Show, Holkham Country Fair and Tour of Britain event.

The total distribution of the West Norfolk Holiday guide was 100,000.

(ii) Visit West Norfolk Website

It was reported that considerable work had been taking place to redevelop the www.visitwestnorfolk.com website. The new version of the site was being developed by the tourism section in conjunction with the Borough Council's web team. Whilst the existing visitor pages were an integral part of the main Borough Council website, the re-developed site would be a stand alone site, specifically designed to reflect the branding and diversity of the tourism product throughout West Norfolk. The site would be fully utilise the on-line search facilities using the regional tourism database and destination management system. This extended the approach already developed for event information on the existing website. The new site would be completed and fully operable by May 2012.

(iii) Where to go and what to do in West Norfolk

The 2011 Where to Go guide was extensively distributed to key tourist sites in Norfolk, Cambridgeshire, parts of Lincolnshire and Suffolk. Closer to West Norfolk the guide was also distributed to service and retail sites used by visitors and residents. A total of 200,000 copies were printed and distributed.

(iii) Discover King's Lynn

The 2011 edition of Discover King's Lynn was extensively distributed throughout the season with the full 100,000 print run being distributed by early October 2011. The discount voucher scheme was again promoted throughout the season.

(iv) West Norfolk Marketing Campaign 2012

The 2012 West Norfolk Holiday guide was printed in December, with distribution having commenced on 4 January. A total of 95,000 had been produced. The brochure now featured new photography reflecting the main West Norfolk product themes.

The 2012 marketing campaign would be increasingly focused on generating visits to the www.visitwestnorfolk.com website as well as direct brochure requests. This would include proactive use of the website to maximise search engine optimisation as well as direct promotions using on line advertising to lead potential visitors to the website. Through the website there would be increased use of on-line marketing to maintain regular contact with consumers who had visited the site.

The 2012 edition of Where To Go and What to Do in West Norfolk was published in mid February with distribution commencing immediately. 200,000 copies were produced.

The 2012 edition of Discover King's Lynn was going to print and was being increased by 10,000 to meet levels of demand experienced in 2011. Updated editions of the Hunstanton mini guide and Downham Market mini guide would be published during April.

(v) Tourist Information Centres

The Tourism Manager explained that during 2011 a total of 228,966 people visited West Norfolk's two main Tourist Information Centres in King's Lynn and Hunstanton, which was slightly above figures recorded in each of the last 10 years, with the exception of 2009, when record numbers were recorded. Including written, telephone and email enquiries a total of 265,195 people used the services at the two Tourist Information Centres.

For the seventh consecutive year since the awards started, King's Lynn TIC was shortlisted as one of the 3 finalists for best Tourist Information Centre in the Tourism in Norfolk Awards. Unlike in 2010, the TIC did not win the final award.

(vi) Collaborative and partnership marketing

It was reported that through the Norfolk Tourism Partnership, West Norfolk continued to work with partners across Norfolk to ensure that Norfolk was effectively marketed as a leading visitor centre. Work had been taking place to identify opportunities and gauge support from businesses for more collaborative marketing of the north Norfolk coast product area to ensure it

AGENDA ITEM 4

was promoted as a distinct and leading destination competing with other coastal destinations in the UK. Work was being undertaken through the North Norfolk Tourism Forum and the West Norfolk Tourism Forum.

(vii) Other Heritage Marketing

The Tourism Manager gave an update on the following and reported visitor numbers where appropriate for the following:

- Tales of the Old Gaol House
- Red Mount Chapel and South Gate
- The Hanse
- Heritage Open Day
- King's Lynn Town Guides
- Maritime Trail Walks
- King's Lynn Pedestrian Signposting
- Hunstanton Wolf Trail

The Tourism Manager referred to item 6.3.2 and reported that feedback had recently been received that the joint project proposal by 25 hanse towns including King's Lynn across 11 European countries was likely to receive European funding . The project would aim to develop a project for the development and marketing of the Hanse as a Brand of European Cultural Tourism Products and Services and the development of cultural trails.

In relation to the Town Hall, the Tourism Manager explained that following the stage 1 application to the Heritage Lottery Fund (HLF) for the King's Lynn Town Hall development project, the HLF had indicated that they would like to see some further work on the project proposal before a more detailed stage 2 application could be developed. At a follow-up meeting between members of the project team and representatives from HLF there was positive feedback about the project overall as well as discussion around issues requiring further work. Work to refine the scheme would now take place including further consultation with stakeholders, review of the cost/benefits of the scheme, revised conservation plans to reflect the building, collections and archives. The HLF also requested that the vision and strengths of an integrated approach to heritage in King's Lynn be further articulated.

Taking account of the requirements of the HLF it was intended to resubmit a proposal for the Town Hall in late summer/early autumn.

Councillor Tyler stated that he was encouraged by the new website giving the ability to download information about specific events and he was also impressed with the new brochure/design. He asked whether there was any feedback from people who had requested a brochure and then visited West Norfolk? The Tourism Manager explained that whilst it was difficult to obtain comprehensive feedback, a survey carried out in 2008 had suggested that up to 40% of people visited West Norfolk after receiving a brochure. It had to be noted however that this only represented people who had chosen to, return a survey coupon within the brochure, for which a prize incentive had been offered.

AGENDA ITEM 4

In relation to the new website, this would offer an opportunity to carry out more surveys and keep in regular contact with people.

Councillor Chenery asked whether enough promotion was given to Nelson and also that Norfolk had the greatest collection of medieval churches. In response the Tourism Manager explained that Nelson was mentioned in the main brochure. In relation to Churches, he explained that it was the intention with the website to be able to provide much more information on other sites within West Norfolk.

The Chairman pointed out that there were other societies who promoted churches.

Councillor Mrs Smeaton referred to the interpretation boards in Hunstanton which she considered to be excellent. The Tourism Manager explained that the existing fingerposts in King's Lynn were being reviewed to help visitors find the key areas of town as well as specific attractions. Following this other information and interpretation could be considered

Councillor Back stated that a lot of work had been undertaken in respect of the new website and asked whether any consideration had been given to the use of mobile 'app' devices? The Tourism Manager explained that new website was based on interactive content. He added that development of mobile 'apps' would be looked at in the future.

Councillor Mrs Smeaton asked what further promotion could be given to the Maritime history of the area? The Western Area Manager explained that Maritime displays were currently located on the first floor of the Custom House and also at Lynn Museum. In addition, there was True's Yard which explored the fishing community. He added that as part of the Town Hall project there would be more focus on maritime interpretation of the Pocahantus story which currently had been told in a piece-meal fashion but could be improved upon and promoted further.

9 DATE OF NEXT MEETING

The next meeting would be held on 11th June at 2.15 pm.

The Meeting closed at 4.00 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**

11 June 2012

Item No. 7

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museums in the period March to May 2012**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The Lynn Museum charging period runs from April to September. The free admission period runs from October to March.
- 1.2 The current temporary exhibition at Lynn Museum is *Hard Times: Poverty in King's Lynn in the early 20th century*, which is on show at the Lynn Museum from 31 March 2012 to 19 January 2013. This exhibition explores the challenges faced by poorer sections of Lynn's population in the Edwardian period, including unemployment, debt, slum housing, poor sanitation and disease. An A5 marketing flier has been produced for this exhibition, with copies issued to Lynn residents via the *Citizen* free newspaper. There has been excellent media coverage of this exhibition.
- 1.3 The temporary exhibition *Re-home* ran at the Lynn Museum until the 10 March 2012. This partnership project with the King's Lynn Arts Centre Trust saw staff from Lynn Museum working colleagues from the Arts Centre and Freebridge Community Housing to develop exhibitions across three sites in Lynn. Six artists from the Aspire Artists project, funded by the Arts Council England, chose domestic objects from the King's Lynn museum collections objects as a source of inspiration. A programme of supporting events and activities was organised, including artist-led tours linking up the Arts Centre, Lynn Museum and the restored 1960s flat at Hillington Square.
- 1.4 A small display of Royal gifts has been created in the reception area at Lynn Museum to mark the Diamond Jubilee celebrations. The family event *Gifts Fit for a Queen* will take place on 6 June, with participants

AGENDA ITEM 7

given the chance to create their own royal gifts, inspired by the real thing.

- 1.5 A programme of occasional illustrated talks is taking place at Lynn Museums on Wednesday afternoons. Recent talks have included *Fear of the Workhouse in the early 1900s King's Lynn* on 9 May, given by Collections Officer Tim Thorpe. The next scheduled talk is *Norfolk Workhouses* on 13 June. This will be presented by Steve Pope, the lead member of the Gressenhall Workhouse volunteer research team.
- 1.6 A programme of family events takes place at Lynn Museum. The *Easter Crafts* event ran on 3 April, with the *Shadow of the Workhouse* event taking place on 10 April. Future events include: *Archaeology Day* on 21 July, *Ancient Egypt* on 31 July, *Monster Mammoths and Deadly Dinosaurs* on 9 August and *In Sickness & Health* on 16 August.

2. Other Museum Developments

- 2.1 NMAS is continuing to support colleagues from the Borough Council with the development of a proposal and funding bid for a major project aimed at improving access to the Town Hall. NMAS has been assisting with the consultation stage for this project, which includes the establishment of an inclusive Consultative Forum. NMAS will also be helping organise a family open day in the Town Hall on the afternoon of Saturday 21 July.
- 2.2 NMAS is continuing to provide curatorial advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia. This role continues to form part of the recently confirmed Service Level Agreement for 2012-13. NMAS staff recently supported an extensive programme of revaluation for Town Hall collections.
- 2.3 The planning applications relating to the proposed modest alterations to the front glazed elevation of the Lynn Museum has now been approved and works tendered. Building works will take place in October, following the end of the summer season and at the time when the museum moves into the free admission period.
- 2.4 Two television film crews have visited the Lynn Museum in recent months. BBC4 have been filming in the Seahenge Gallery for a programme on wood, whilst ITV have filmed the Sedgeford Hoard for a series exploring Treasure finds. Both were charged filming fees under the terms of the standard NMAS Filming Agreement.
- 2.5 The large "Lumiwall" lightbox which forms a key part of the Seahenge display at Lynn Museum will be shortly be fitted with an energy-efficient LED lighting system. This follows maintenance issues with the previous fluorescent tube based system.

3. Friends of King's Lynn Museums

- 3.1 The Friends are continuing to offer a varied programme for members including lunchtime talks, trips and an annual lecture. The Friends continue to support the afternoon talks programme offered at the Lynn Museum in 2012.
- 3.2 The Friends continue to support a long-term conservation programme for parts of the fine art collections and have recently provided funds to support the latest stage of this project. A painting conserved with Friends funding is featured in the current *Hard Times* exhibition at Lynn Museum.

4. Partnership Projects

- 4.1 King's Lynn Museums continue to lead the Greater Fens Museums Partnership. The development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives and Land* is now underway, with £358,000 awarded to the project over the next three years. Stuart Hall has been appointed to the post of full time Project Officer and Ruth Farnan has recently been appointed to the part time post of Support Worker. Both staff are based in the NMAS offices at 46 Queen Street.
- 4.2 This *Fenland Lives and Land* project aims to explore the complex relationship between Fenland people and their local landscape. The project will give local communities the chance to get involved in co-producing a range of exhibitions and will also support capacity building and skills development in partner museums. The project aims to facilitate the development of sustainable relationships with local community organisations through a "cluster" delivery model. The project will see the development of five exhibitions exploring a range of landscape themes and using a variety of different media. The choice of exhibition themes has been informed by consultation with existing and potential community partners and the wider public. The exhibitions will tour museum partners and community venues and will be supported by programmes of formal and informal learning, delivered both on-site and as outreach.
- 4.3 The current membership of the Greater Fens Museums Partnership comprises:
 - March & District Museum
 - The Norris Museum, St Ives
 - The Cambridge County Folk Museum
 - Wisbech & Fenland Museum
 - The Farmland Museum, Denny Abbey
 - Ely Museum
 - The Great Fen Project

- Peterborough Museum & Art Gallery
- Chatteris Museum
- Downham Market Heritage Society
- Thorney Heritage Centre
- Ramsey Rural life Museum
- Whittlesey Museum
- Octavia Hill Birthplace Trust, Wisbech
- St Neots Museum
- Prickwillow Museum
- King's Lynn Museums (NMAS)
- Cambridgeshire County Council Museums Development Officer

5. Learning & Outreach

- 5.1 The Learning Officer has been supporting the county-wide *Norfolk's American Connections* community exhibition project, which forms part of the Cultural Olympiad. Schools involved in this project include Swanton Morley Primary School, Hingham Primary School, Norwich Road Primary School, Queensway Junior School, Thetford Grammar School, Ixworth Middle School, Admirals Junior School, Honington School and two schools on American air bases: Liberty Intermediate School and Feltwell Elementary School. The children have been exploring the following American connections: Thomas Paine, Lincoln Family, 19th Century Migration and the 'Friendly Invasion'. Pupils researched the topic using documents, objects and drama. They also analysed text and graphic panels in the museum and used the techniques they identified to create their own draft texts. The Learning Officer has also been working with Whitefriars Primary School Year 2 class on this project. These children spent three mornings at Lynn Museum exploring the life of Captain Vancouver, followed up by two days working at school.
- 5.2 The Learning Officer recently established a Tuesday afternoon History Club, which met after school for six weeks at Lynn Museum. Each week approximately fourteen Key Stage 1 pupils from Whitefriars Primary School, accompanied by teachers and school governors, visited the museum and worked with museum staff to create a mini display in a temporary case in the museum's reception area. The topics explored included Ancient Egyptians, Romans, Toys and Games, Victorians, World War Two and 'Best Objects'. Whitefriars School held a very successful celebration event at the Lynn Museum on Tuesday 22nd May to mark the culmination of this work. For this event the children created their own displays using museum objects which they had personally selected. The celebration event was attended by Vanessa Trevelyan, Head of NMAS.
- 5.3 Recruitment is currently underway for a Youth Engagement Officer, funded as part of the successful NMAS to Arts Council England for Major Grant funding over the next three years. This postholder will

AGENDA ITEM 7

continue and build on the work of our previous community outreach officers Marie Kennedy and Stuart Hall. There will be a continued focus on developing programmes for young people including those categorised as NEET. Stuart Hall is continuing to support the meetings and work of the King's Lynn Museums Youth Forum pending this appointment.

- 5.4 A monthly *Mini Explorers Club* continues to meet at the Lynn Museum, targeted at under 5's, their carers and families.
- 5.5 The Museums Learning Assistants at the Lynn Museum are continuing to support the delivery of informal learning programmes at Lynn Museum. They have recently supported the *Easter Crafts* event on 3 April and the *Shadow of the Workhouse* event on 10 April. The MLA team has also supported a range of other learning events at the Lynn Museum including sessions for under 5's.
- 5.6 The Learning Officer has been liaising with BBC to ensure that relevant Lynn Museum events and activities are included in the publicity surrounding the *Great British Story* series. This includes events and talks being listed on the BBC *Things to Do* website and in the Norfolk *Great British Story* leaflet.

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
Tel: 01362 869254
e-mail: robin.hanley@norfolk.gov.uk