

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



KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE

Agenda

**Monday 14 October 2013
at 2.15 pm**

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



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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 October 2013

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 14 October 2013 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 Chairman**

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-Chairman**

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 25 February 2013 (attached at pages 1 to 8).

5 **Matters Arising**

6 **Declarations of Interest**

Please indicate if there are any interests which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

These declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

7 **The Gaywood Valley Archaeological and Historical Project**

To receive a report and presentation by Dr. Clive Bond, Chairperson of West Norfolk and King's Lynn Archaeological Society and Director of the HLF Project on The Gaywood Valley Archaeological and Historical Project (attached at pages 9 – 12).

8 **Report of the Western Area Manager**

To consider the King's Lynn Museums Report (attached at pages 13 - 18).

9 **Report of the Borough Council**

To consider the Borough Council Update Report (attached at pages 19 to 23).

10 **Schedule of Meetings 2014**

To consider schedule of meetings for 2014.

To: **Borough Council Representatives**

Councillors, M Back, G McGuiness, Mrs E Nockolds, Mrs S Smeaton and A Tyler

County Council Representatives

D J Collis, 7 Holly Close, South Wootton, King's Lynn, PE30 3JH

M Chenery of Horsbrugh, Shooting Box Cottage, 113 Church Street, North Creake, Fakenham, NR21 9JQ

H Humphrey, Fendyke Stables, Station Road, Emneth, Wisbech, PE14 8DJ

R Coke, High House, Weasenham, King's Lynn, PE32 2SP

S Agnew, Pavilion, Tower End, Middleton, King's Lynn, PE32 1EE

Ex Officio Non-Voting Members

Chairman, Joint Museums Committee –Mr J Ward, The White House,
15 White House Lane, Thorpe St Andrew, Norwich, NR7 0BP

Vice-Chairman, Joint Museums Committee – Mr J Wracey

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

True's Yard Fishing Heritage Museum

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

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

Mr S Miller, Head of Norfolk Museums and Archaeology Service,
Shirehall, Market Avenue, Norwich, NR1 3JQ

Borough Council Officer

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 25 February 2013 at 2.15 pm in the
Committee Suite, King's Court, Chapel Street, King's Lynn**

PRESENT:

Councillor Mrs E A Nockolds (Chairman)	- 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
County Councillor M Chenery	- Norfolk County Council (<i>arrived at 2.29 pm</i>)
County Councillor M Langwade	- Norfolk County Council
County Councillor B Long	- Norfolk County Council (<i>arrived at 2.29 pm</i>)
County Councillor A J Wright	- Norfolk County Council
Anna Caley	- Norfolk Museums and Archaeological Service
Dr R Hanley	- Norfolk Museums and Archaeological Service
Lindsey Bavin	- Manager, True's Yard
Wendy Vincent	- Democratic Services Officer, Borough Council of King's Lynn and West Norfolk

The Chairman, Councillor Mrs Nockolds introduced Anna Caley, Youth Engagement Officer and Lindsey Bavin, Manager of True's Yard Museum.

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Borough Councillor G McGuiness, County Councillor R Rockcliffe and Vanessa Trevelyan.

MINUTES

The notes of the meeting held on 15 October 2012 were agreed as a correct record.

3 MATTERS ARISING

There were none.

4 DECLARATIONS OF INTEREST

There were none.

5 VERBAL REPORT FROM THE YOUTH ENGAGEMENT OFFICER

The Committee was provided with a verbal update from the Youth Engagement Officer, Anna Caley who had been in post since September 2012, a summary of which is set out below.

Role and Duties of Youth Engagement Officer

- Aim of the post being to increase the engagement of young people and to reach the 'hard to reach' groups. Work as part of the learning team to target groups - NEET, Looked after Children.
- Working with SureStart and Youth Offending Team.
- Contacts with Community Groups.
- Link with relevant museum projects such as the Inspired Choice Exhibition

Programme of Work/Events/Activities

- Lynn Museum Youth Forum – opportunity now to recruit new Members. Wednesday afternoon – range of projects. A new film making project to commence on 27 February 2013.
- Potential joint working with King's Lynn Library
- Participation in the Arts Award – an accreditation for young people.
- Five paintings from Museum collection – paintings to be chosen and create response.
- F White Sculpture to form part of the Inspired Choice Exhibition.
- Community Groups producing an animation for Inspired Choice which would be available to view in the Lynn Museum for a 6 week period.
- Work being undertaken with Surestart at Fairstead. Pilot Scheme to be operated with a view to rolling out the programme on a wider basis.
- Messy Museums aimed at young parents– Lynn Museum.

In response to questions from the Chairman, Councillor Mrs Nockolds, the Youth Engagement Officer explained that contact had been made with the Discovery Centre.

County Councillor Wright asked if the Youth Engagement Officer was aware of villages, etc outside of King's Lynn who would be interested in engaging in the Museum Service. In response, the Youth Engagement Officer explained that she was aware of such satellite areas and invited the Committee to forward details of any communities for the Museums Service to become involved with.

In response to questions from Councillor Tyler, the Youth Engagement Officer explained that the aim of the Museums Service was to encourage all age groups to access the facilities and activities offered at all Museum venues.

Following questions from County Councillor Langwade regarding the role of young people, the Chairman, Councillor Mrs Nockolds explained that in the past, the involvement of the Museums Service with groups of young people had given them the confidence to obtain a place on a college course.

The Chairman, Councillor Mrs Nockolds thanked the Youth Engagement Officer for the report.

RESOLVED: The Committee noted the report.

6 REPORT OF WESTERN AREA MANAGER

King's Lynn Museums Report – October 2012 to January 2013

The Western Area Manager presented the report which provided Members with information on King's Lynn Museums for the period October 2012 to January 2013 as set out below:

(i) Temporary exhibitions and events at Lynn Museum

The current temporary exhibition at Lynn Museum was *Inspired Choice*, running from 5 February to 13 April 2013. The 'exhibition comprised local community groups' artistic responses to paintings in the museum collections, with each group creating their own artistic work for display. The exhibition was opened by the Area Museums Chairman, Councillor Mrs Elizabeth Nockolds, with representatives from the participating community groups and schools in attendance. The opening was covered in the local press and on Radio Norfolk.

The *King's Lynn on the Map* temporary exhibition would run from 27 April 2013, telling the story of the town through maps, models, photographs and objects.

A programme of illustrated talks continued to take place at Lynn Museum on Wednesday afternoons. A full programme of talks was scheduled for 2013.

A regular programme of family events continued to be scheduled at the Lynn Museum.

Planning work was continuing for an exhibition and event programme that would mark the 2014 centenary of the outbreak of World War One. It was expected that this would complement a programme of national and regional events, with a county-wide HLF bid currently being scoped by NCC Community Services. Part of the exhibition proposed for Lynn Museum would be to explore the impact of the early Zeppelin raids on King's Lynn.

(ii) Other Museum Developments

Alterations to Lynn Museum reception were now complete. The NCC Building Maintenance Fund also funded a programme of redecoration throughout the reception area. The site remained open throughout the works. The additional space created by the improvements would facilitate greater flexibility with school and other groups visiting the museum and would enhance retail opportunities.

A "refresh" of the main exhibition gallery at the Lynn Museum would take place during 2013, use ACE funding. A new high specification display case for temporary exhibitions was currently on order for the reception area. These works would be undertaken by the NMAS in-house display team.

(iii) Friends of King's Lynn Museums

The Friends continued to offer a varied programme for members. The Friends supported the afternoon talks programme offered at the Lynn Museum during 2012 and would continue to do so in 2013.

The Friends were currently redesigning and reprinting their membership leaflet, with assistance from the Teaching Museum Trainee.

The Friends held their Annual General Meeting on 22 October 2012.

The Friends continued to support a long-term conservation programme for parts of the fine art collection and had recently funded the acquisition of a 16th century silver gilt dress hook found by a metal detectorist at Bawsey and classified as Treasure under the Treasures Act.

(iv) Partnership Projects

The Lynn Museum charging period ran from April to September. The free admission period would run from October to March. The free admission period was provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMAS, with part of the SLA funding contribution covering lost ticket income during the free admission period.

The operation of NMAS in King's Lynn and West Norfolk continued to be managed under the terms of the 2012/13 SLA with the Borough Council. Under an extension to the original agreement, 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.

NMAS was continuing to lead the Greater Fens Museums Partnership. The development and delivery of the Heritage Lottery Fund- funded partnership project *Fenland Lives and Land* was progressing well. The five "clusters" of museums and community groups responsible for creating the suite of travelling exhibitions had now confirmed their design briefs and a procurement process was currently underway for exhibition design services. It was anticipated that the exhibitions would be launched in the summer of 2014 and then tour a range of community venues across the Fens. An events programme was also being developed, alongside a marketing strategy and learning plan for schools.

Lynn Museum would feature in the 2013 *Discover King's Lynn* tourism marketing leaflet and accompanying discount voucher scheme, offering £1 off the normal adult admission charge of £3.70 (2013-2014).

(v) Learning and Outreach

The Lynn Museum was currently hosting a Teaching Museum trainee as part of the NMAS *Teaching Museum* programme funded by ACE as

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part of the 2012-15 Major Partner Museum ACE business plan. Sarah Cassell was part of the first intake of eight trainees. The trainees came together as a cohort to undertake training and development activities and also work on shared projects.

Lynn Museum had worked with 345 pupils using funding from the Audrey Stratford Trust. The pupils had explored Romans, Invaders and Settlers, Tudors, Toys and Games in the Past and the history of the Lynn Mart.

Over the last term Lynn Museum worked with Whitefriars School to deliver Discover and Explore Arts Awards for a group of KS2 children. The children's work was included in the new *Inspired Choice* exhibition.

The Youth Engagement Officer post and spend budget was funded as part of the ACE Major Partner Business Plan 2012-2015.

(vi) Visitor Numbers

The visitor numbers up to 31 January 2013 were tabled. It was reported that the visitor numbers for the Lynn Museum had decreased in December 2012. Work was currently being undertaken to identify the reasons for this and to address any trends to ensure the drop in visitor numbers did not continue. It was highlighted that the trend had also been reflected at other sites. In the future, the Museums Service would look at ways to improve the marketing of the temporary exhibitions.

During October 2012, visitor numbers had slipped compared to the previous year.

In response to questions from the Chairman, Councillor Mrs Nockolds, the Western Area Manager explained that press releases were issues to the local media at the start of each exhibition, and also for special events during the exhibition period. Some temporary exhibitions had also seen marketing flyers circulated via the local free press. Members were advised that there was limited scope in the budget for advertising purposes.

It was noted that an A5 marketing flyer was distributed locally for the Hard Times Exhibition. The Museums Service would consider the use of targeted distribution of flyers in the future, subject to funding being available.

Councillor Mrs Smeaton enquired if the Teaching Museum Trainee could be invited to give a presentation at the next meeting of the Committee to which the Western Area Manager responded that he would put the necessary arrangements in place and invite Sarah Cassell.

In response to questions from Councillor Mrs Smeaton regarding the display of Civic Regalia, the Western Area Manager advised that the content and way the information was displayed was the responsibility of the Borough Council. As part of the Service Level Agreement, Norfolk Museums & Archaeology Service offered advice on the care of collections located at the Town Hall. The NMAS Collections Officer had also provided labels for the paintings in the Civic Reception Area. The Chairman, Councillor Mrs Nockolds advised Councillor Mrs Smeaton to contact the relevant Portfolio Holder.

The Chairman, Councillor Mrs Nockolds informed the Committee that the Sainsbury's Centre in Norwich had made a request to display the King John Cup at a themed exhibition in September. A Cabinet report would therefore be required to grant permission.

In response to questions from Councillor Chenery on the 16th century silver gilt dress hook found by a metal detectorist at Bawsey, the Western Area Manager explained that under the Treasures Act the item would be forwarded to the British Museum who would manage the process and appoint a Valuation Committee who would determine the fair market value. The item would then be offered to local Museum to purchase at market value. The value of the item would be paid to the finder who would normally share the amount with the landowner. The Friends of the Museum had generated funds to enable the item to be purchased.

Councillor Tyler asked if there was a reasonable number of attendees at the afternoon talks organised by the Museums Service. In response, the Western Area Manager advised that the level of attendance was between 15 – 20 at each talk, which was a comfortable number. With the space available any more than 20 would be difficult to accommodate. A new poster template for advertisements was being produced.

Following further questions from Councillor Tyler on the timeframe relating to the changes to Civic Regalia, the Western Area Manager reminded those present that it was a Borough Council project with assistance provided by NMAS. The Heritage Lottery Funding Round 1 application had been submitted and an announcement would be made in March 2013. If the Round 1 bid was successful, funding would be available to develop and submit a Round 2 bid early in 2014.

Councillor Tyler asked how staff time was allocated to Thetford and Lynn Museums. In response, the Western Area Manager explained that approximately 3 days per week was spent at Lynn Museums and 2 days at Thetford. However, if there was an event at a particular site which required support, a flexible approach was adopted. The Western Area Manager confirmed that at the present time, there was enough resource to deliver the programme of activities provided by the Museums Service.

The Chairman, Councillor Mrs Nockolds thanked the Western Area Manager for an informative and interesting report.

RESOLVED: (1) The Committee noted the report.

(2) The Teaching Museum Trainee be invited to attend the next meeting of the Committee.

7 SITE UPDATE REPORT

True's Yard Museum Six-Monthly Activity Report

The Chairman, congratulated True's Yard on winning the EDP Tourist Award for Small Tourist Attraction 2012.

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In presenting the report, the True's Yard Manager drew the Committee's attention to the following sections of the report:

Boiler

One of the central heating boilers had to be replaced and Friends of True's Yard had donated generously towards the cost of the new boiler.

Events

True's Talks begun on 31 January 2013 and proved to be very successful in the autumn. School bookings were buoyant.

In response to questions, from Councillor Tyler on the accreditation, the Western Area Manager informed the Committee that he was the Accreditation Mentor for True's Yard and had assisting in the preparation and submission of the application. The accreditation was a benchmark of professional museums and enabled an organisation to apply for external funding and therefore reassured potential funders.

In response to questions from Councillor Mrs Smeaton, the True's Yard Manager advised that the boiler had already been installed at a cost of £4,000, £2,000 of which had been contributed from the Friends. The capacity of the boiler was not known.

The Chairman, Councillor Mrs Nockolds asked if there was a programme of events scheduled for the summer period. In response, the True's Yard Manager explained that there would be a programme of events available which would include living historic walks.

Following questions from the Committee on the request received from Eastern Fisheries to ask if True's Yard could store more of their records, the True's Yard Manager explained that the records were being reviewed and acid free treasury tags attached to them.

The True's Yard Manager informed Members that an IT programme was run on a Friday to assist the Purfleet Trust with obtaining basic skills.

The Chairman, Councillor Mrs Nockolds commented that the visitor figures remained at a good level and thanked the Manager for attending and presenting an interesting report.

RESOLVED: The Committee noted the report.

8 NORFOLK MUSEUMS SERVICE REVIEW

The Chairman, Councillor Mrs Nockolds explained that a review of NMAS was agreed by the NCC Cabinet in April 2012 and taken on by a cross party working party.

As part of the review, the Chairman of each Area Museum Committee was interviewed as well as staff and other interested stakeholders. An on-line survey was conducted with separate questionnaires for people who had visited the Museums.

AGENDA ITEM 4

The Committee was advised that the overall findings were positive in a number of areas and the service provided by NMAS was highly valued by its users with valuable resources for schools and students.

As Chairman and Cabinet Member, Councillor Mrs Nockolds explained that she had discussed with the Executive Director, Chris Bamfield and consulted with the Vice-Chairman the recommendations within the report of the Working Party and sent comments in readiness for the Joint NMAS Committee on 15 February 2013. A copy of the response was circulated with the Agenda for the meeting today.

The Chairman invited questions and comments from the Committee.

Councillor Tyler informed the Chairman that he had carefully read her response to the Norfolk County Council and asked when would be the appropriate time to view the full report and recommendations. In response, the Chairman, Councillor Mrs Nockolds explained that report had been considered by the Joint Museums Committee on 15 February 2013, and would now go back to Cabinet to formulate an action plan after a further consultation exercise had been undertaken.

The Chairman, Councillor Mrs Nockolds drew Members' attention to page 16 which set out the findings of the Working Party.

RESOLVED: That, the Chairman, Councillor Mrs Nockolds arrange for the full Working Party report including the recommendations to be circulated to the Committee.

9 DATE OF NEXT MEETING

Monday 13 May 2013 at 2.15 pm in Meeting Rooms 1, 2 and 3, King's Court, Chapel Street, King's Lynn.

The Meeting closed at 3.25 pm

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

14 October 2013

Item No.7

**THE GAYWOOD VALLEY ARCHAEOLOGICAL AND HISTORICAL
PROJECT**

**Report by Dr. Clive Jonathon Bond
Project Director and Chairperson,
West Norfolk and King's Lynn Archaeological Society.**

1. Introduction

1.1 Following the popular TV historian Michael Wood's BBC series 'The Story of England', the Heritage Lottery Fund launched in 2011 a small grants programme called 'All Our Stories'. The programme was aimed at encouraging local community groups to get involved in learning about their history and archaeology. In November 2012 the Society was informed that it had been successful in winning a 100% grant, the sum of £9,900. This would enable local people to participate in practical field archaeology and studying the history of the Gaywood Valley over 2013 (Grant Ref. No. AS-12-04313). The project would be supported by an advisor at Cambridge Community Heritage, the University of Cambridge.

2. Project Design

2.1 The Gaywood Valley is situated east of the medieval port and Hanseatic town of King's Lynn. The river transects rural, suburban and urban communities, both wealthy and deprived, with important archaeological sites, such as St James' Church, Bawsey the subject of Time Team's 1998 'Big Dig'. Many finds have been found by local people, including Society members, such as the medieval pottery kilns at Pott Row, Grimston, or Roman villas at Gayton Thorpe and Grimston.

2.2 This total valley landscape, joining diverse communities, past and present had not previously been studied. The main project aim was to engage local people across the valley in doing archaeological and historical activities over weekends, enabling people in their communities to learn about the history of their back garden, village and fields. Community participation was central.

2.3 There has been little formal local community engagement or outreach concerning archaeology. The traditional heritage/museum organisations had not been active. However, the Society had a tradition extending back into the 1950s and 1960s of completing fieldwork at notable sites, having good relations with land owners, schools and some community involvement. Parish Councils and Community Groups were approached. The Society was invited to present the project at open public meetings in early 2013. At every meeting,

councillors and local residents were keen to be involved. The proposal was that local people could participate in their local archaeology and history, supported by Society volunteers and professionals over a long weekend.

2.4 The project is defined by a community-centred approach:

- The modern landscape/parish was the basis of the study, set in the Gaywood Valley
- At least 6 archaeological activity weekends were negotiated with communities across the Gaywood Valley (Congham; Fairstead; Gayton; Gaywood; Grimston; Great Massingham; Reffley), centred on a modern parish, village, or hamlet
- The archaeological activity weekends would enable training in field techniques, or historical studies for local people; school children, students, families, older members of the parish community, supported by skilled and knowledgeable Society volunteers and professional archaeologists
- Archaeological and Historical activities involved: test pitting (1m x 1m); systematic fieldwalking; shovel test pit survey; metal detecting; artefact studies; standing building survey; historical documents; aerial photographs
- A new story of the historic sites and communities across the valley was to be assembled, actively communicating, sharing and celebrating the project engagement via community presentations, workshops, a project website and social media.

3. Project Implementation

3.1 The Society has led the project, with a healthy mixture of volunteers drawn from the Society and communities where fieldwork has been completed. In addition a number of local, professional/educational and other organisations have supported the project: Borough Council of King's Lynn & West Norfolk; Department of Archaeology, The University of Winchester; Cambridge Community Heritage; the Lynn Minister Community; the University of Cambridge; Cholmondeley Estates; Community Groups (Reffley Community Association); Great Massingham History Society; Marriott's Warehouse Trust; Norfolk County Council (Library, Museum and Archaeology and Historic Environment Services); Parish Councils (Congham; Gayton; Great Massingham; Grimston); Romney Estate; True's Yard Fisherfolk Museum; Wolfson College, Cambridge.

3.2 In total 7 archaeological activity weekends were planned, with an addition of two further day-based charity-related events in King's Lynn (test pitting in town-house settings: Hanse House Courtyard and St Margaret's Vicarage Garden). In addition artefacts workshops have been delivered, to communicate results from previous and project fieldwork. After each activity weekend an archaeological finds processing day has been held at a local community museum (True's Yard Fisherfolk Museum).

3.3 From March to September 2013, the fieldwork completed over 6 archaeological activity weekends and two training weekends has: excavated 44 1m x 1m test pits; surveyed 23 shovel test pits; fieldwalked and metal detected fields; surveyed historic buildings. The historic maps for the valley have been reviewed and their contribution to understanding the origins of post-medieval settlement assessed.

3.4 Activity weekends have included a high level of public, community participation (>20 people), including Society and project volunteers. Householders and their families and friends often swell the numbers as they host a test pit and enthusiastically get involved in the parish/village weekend.

3.5 A measure of the success of this grass-roots community engagement, so far is:

- 7 Meetings with Parish Councils and Community Groups
- 8 Public lectures
- 5 Artefact Workshops
- 5 Finds Processing Days at True's Yard Fisherfolk Museum
- Provided School Children, 'A' Level and University Student Placements
- Reviewed the post-medieval maps of the Gaywood Valley
- Reviewed the solid and drift geology of the Gaywood Valley
- Surveyed historic standing buildings in Gayton
- Fieldwork has involved 6 Archaeological Activity Weekends and two test pit afternoons in the historic heart of King's Lynn, March to September 2013
- Engagement with c.30-c.50 volunteers and community members in the villages over fieldwork weekends or finds processing days.

4. Public Participation and Engagement

4.1 Key to the origins of the project has been the need to increase local people participation in learning about their local archaeology and historic landscape. The potential to walk your own fields finding artefacts, excavate your own garden test pit, as a 'mini Time Team' experience has been highly successful and popular.

4.2 The Parish Council and Community Group meetings have included up to 45 people as an audience, then negotiating and discussing the potential for an archaeological weekend in their parish or area. Between c.12 and c.75 people have actively volunteered, excavated, surveyed, washed artefacts and studied buildings in the villages over activity weekends. Archaeological finds processing days at the community museum, True's Yard Fisherfolk Museum, has included between c.10 and c.30 people, at any one time, including project volunteers and museum visitors. These rates of participation in archaeology and heritage-related activities are exceptionally high in West Norfolk!

5. Conclusion

5.1 Local people have worked hard, digging, sieving and walking, recovering star finds across the valley. To mention a few discoveries: later Bronze Age pottery sherds from their local public house, at The Crown Inn, Gayton; a c.6,500-c.2,900 BC flint core from The Dabbling Duck beer garden, Great Massingham; a Roman Constantine coin from Gayton; a counting token, jetton, from Nuremberg demonstrating commerce at a long forgotten 16th century fair in Great Massingham; Roman Samian Ware from Pott Row; a newly discovered WWII air raid shelter at the school, Grimston; a 1st Century AD Roman brooch and early 10th Century AD Viking brooch from Congham. In King's Lynn: medieval Grimston-Thetford Ware and 17th Century Cologne imported stone ware from the Hanse House Courtyard; the rediscovery of the 18th Century novelist, Fanny Burney's house, at St Margaret's Vicarage Garden. The project has received much local and regional interest, indeed international recognition. The project methodology was presented in the first Europe-wide session on Public Archaeology, as a poster, at the 19th European Association of Archaeologists' Conference at Pilsen, in the Czech Republic on 5th September 2013.

5.2 This community archaeology and history project is not just about new results – a better understanding of this historic landscape. The process is as important, as an end product: new knowledge of the historic landscape and places in the valley. Establishing the project, imbedding it in the parish community, then, working towards an archaeological activity weekend in that same village community has been transformative for communities. This is critically important – individuals, groups, communities have been involved in self-actualisation: making the past, their places their own – it is, after all their archaeology, their landscape, their new valley story!



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01362 869254 and we will do our best to help

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

14 October 2013 Item No.8

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museums activities in the period February to
September 2013**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The temporary exhibition *Inspired Choice* ran at the Lynn Museum from 5 February to 13 April 2013. This exhibition presented local community groups' artistic responses to paintings in the museum collections, with each group creating their own art work for display.
- 1.2 The current temporary exhibition is *King's Lynn on the Map*, running from 27 April 2013 to 25 January 2014. This exhibition tells the story of the town through maps, models, photographs and related collections and features some significant objects, including the 27 King Street dolls house.
- 1.3 A programme of illustrated talks continues to be offered at Lynn Museum on Wednesday afternoons. Recent topics have included *King's Lynn on the Map* on 8 May, *Highways and Hailstones* on 12 June, *Seahenge* on 24 July and *The Salt Industry around the Wash* on 11 September. Attendances average 20-30.
- 1.4 A regular programme of informal family learning events continue to be offered at the Lynn Museum. Recent 'drop-in' format sessions have included *Romans* on 2 April, *Anglo-Saxons and Vikings* on 9 April, *Medieval Life* on 28 May, *Ancient Egyptians* on 30 July (as part of the Festival of British Archaeology) and *Victorian Life* on 6 August. The medieval event was inspired by the rich medieval collections. Visitors were able to meet a medieval lady, handle real medieval objects and take inspiration from the medieval tile display to create their own tiles to take home. Many also tried their hand at brass rubbing. Over 200 visitors came to Lynn Museum to participate in two Easter holiday

events on the theme of *Invaders and Settlers*. Visitors could handle real Roman and Anglo-Saxon objects and there was a broad range of hands-on activities. Visitors were able to make Roman mosaics and Anglo-Saxon coil pots and mint their own coins.

- 1.5 Lynn Museum participated in the King's Lynn *Heritage Open Day* on Sunday 15 September, offering free admission as part of the Civic Society's programme. Over 400 visitors were recorded.
- 1.6 Planning work is continuing for an exhibition and event programme to mark the 2014 centenary of the outbreak of World War One. It is expected that this programme will complement local, regional and national events in 2014. The exhibition proposed for Lynn Museum will explore the impact of early Zeppelin raids on King's Lynn.

2. Other Museum Developments

- 2.1 Following the completion of alteration works to the reception of the Lynn Museum, a new high-specification display case has been installed in the reception area, utilising ACE Major Partner funding targeted at improved interpretation. This case will provide an opportunity to display items from the extensive stored collection, alongside recent acquisitions. The first display featured a selection from the collections of King's Lynn glass. The next display will see a Friends choice from the toys and games collections.
- 2.2 The refresh of the main exhibition gallery at the Lynn Museum will now take place between late 2013 and early 2014, also drawing on ACE funding. This work will see the installation of additional objects such as medieval pilgrim badges formerly displayed at the Town House Museum, alongside improvements to the labelling and display of a number of recent acquisitions such as the Hillington Phallus. These improvements will be designed and delivered by the NMAS in-house display team.
- 2.3 The Lynn Museum has developed its social media presence, with Twitter and Facebook accounts being created and maintained by Teaching Museum trainee Sarah Cassell.
- 2.4 Recent product line development for the Lynn Museum shop has seen the creation of high quality replicas of the Hillington Phallus in gold, silver and bronze. There has been considerable media interest in this initiative. Further collections-based product lines are planned including a Seahenge guidebook and a range of postcards.
- 2.5 A new team of NMAS collections volunteers has recently been recruited. The team of ten volunteers will be based in the NMAS offices at Queen Street and will be involved in a range of collections

management tasks. An induction training programme is planned for October.

- 2.6 To facilitate the long-term preservation of rare historic documents associated with the Savage's engineering works, NMAS proposes to transfer (long term loan) a number of historic documents currently held at Aickman's Yard to the Norfolk Record Office in Norwich. This will ensure that these important documents are stored in optimum conditions – something not possible at Aickman's Yard. The transfer would comprise the following documents: 3,478 x Savage engineering drawings (dating from the 1870s to the 1950s and showing details of Savage-made machines from fairground rides to agricultural steam engines); 12 x Savage Goods Sold Ledges 1923-53; Goods Bought Ledger 1937-55; Impersonal Ledger 1898-1904; Goods Sold Day Book 1930-51; Holbeach Ledger 1933-40; Holbeach Sales Ledger 1940-44; Holbeach Letter Book 1921-22; Insurance Policies Book; 3 x Pattern Books; Engine Register; Wages Book 1918-19; Specification Book; Fairground drawings on microfilm; Savage Ltd Minutes and Jobs Book.

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 supported the afternoon talks programme offered at the Lynn Museum during 2013. The Friends AGM will take place at 4pm on 9 October at Lynn Museum.
- 3.2 The Friends are currently redesigning and reprinting their membership leaflet, with assistance from Teaching Museum trainee Sarah Cassell.
- 3.3 The Friends are continuing to fund a programme of painting conservation, with two works currently being assessed for conservation.

4. Partnerships

- 4.1 The Lynn Museum charging period runs from April to September. The free admission period runs from October to March. The free admission period is provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMAS, with part of the SLA funding contribution covering lost ticket income during the free admission period.
- 4.2 NMAS has developed, delivered and evaluated a programme of pilot activities in the Town Hall as part of the development stage of the *Stories of Lynn* Heritage Lottery Fund project, using Round 1 funding from the HLF. Two free informal learning drop-in events for families were delivered during the school summer holidays under the *History*

Alive! Heading. A Medieval Experience ran on Monday 5 August and *Crack the Crime* on Monday 19 August. These events piloted different approaches to informal family learning and explored the use of different spaces in the Town Hall complex. The medieval event comprised a carousel of stands featuring costumed enactors and handling collections, with activities also provided by NMAS, the Norfolk Record Office and True's Yard. There were also programmes of music and dance. This event focused on the Stone Hall and Assembly Room. The event *Crack the Crime* comprised a drama-based Victorian 'whodunit' involving scripted scenes and encounters with a range of costumed characters. This event utilised the courtroom and cells area in addition to the Stone Hall. A trial programme of illustrated 1pm lunchtime talks targeted at adult audiences was also piloted, using the Heritage Room and Assembly Room as venues. The talk *The foundation of a town called Lynn* was given by Principal Archivist Susan Maddock on Monday 16 September. The talk *Historic Views of Lynn from the fine art collections of King's Lynn Town Hall and the Lynn Museum* was given by Collections Officer Tim Thorpe on Tuesday 24 September. Participation numbers were very positive: *Medieval Experience* – 325; *Crack the Crime* – 268; Archives talk – 58; Fine art talk – 45; Total: 696 participants.

History Alive!
King's Lynn Town Hall

Free! Family Fun Events

A Medieval Experience
Monday 5 August, 12 - 4pm
Step back in time and discover what life was like in the prosperous port of Lynn in the Medieval period. Meet costumed characters, hear live music of the time and join in the dancing. Strike your own coin to take home, make a coat of arms and play Medieval games.

Crack the Crime!
Monday 19 August, 12 - 4pm
Solve a traditional 'whodunit' and explore crime and punishment in Victorian King's Lynn. Interrogate the various suspects and hunt for clues in the mysterious case of the chimney sweep and the missing silver. Get creative with lots to make, see and do for all the family.

King's Lynn Town Hall
Saturday Market Place, King's Lynn, Norfolk, PE30 5DQ.

Town Hall Talks
Free illustrated talks at King's Lynn Town Hall

Monday 16 September, 1pm
The foundation of a town called 'Lynn'
Susan Maddock, Norfolk Record Office

Tuesday 24 September, 1pm
Historic views of Lynn from the fine art collections of King's Lynn Town Hall and Lynn Museum
Tim Thorpe, Norfolk Museums & Archaeology Service

No booking required. Talks will take place within The Heritage Room

Town Hall, Saturday Market Place, King's Lynn, Norfolk, PE30 5DQ

- 4.3 The operation of NMAS in King's Lynn & West Norfolk continues to be managed under the terms of the 2012-13 SLA with the Borough Council. Under an extension to the original agreement, NMAS continues 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. NMAS has recently provided curatorial support for a comprehensive re-valuation of Town Hall collections.

- 4.4 NMAS continues to lead the Greater Fens Museums Partnership through the development and delivery of the Heritage Lottery Fund-funded partnership project *Fenland Lives and Land*. The five exhibitions were co-produced by “clusters” of museums and community groups. The exhibitions were launched at a celebration event at the Town Hall on 19 September, with contributions from a range of dignitaries including the Mayor, the Chairmen of the Area and Joint Museums Committees and an HLF Trustee. The exhibitions will now tour a range of community venues across the Fens. An events programme is also being developed, alongside a marketing strategy and learning plan for schools. A number of the Fenland exhibitions will be displayed at the Lynn Museum in early 2014.
- 4.5 Lynn Museum featured in the 2013 *Discover King’s Lynn* tourism marketing leaflet and accompanying discount voucher scheme, offering £1 off the normal adult admission charge of £3.70 (2013-14).

5. Learning & Outreach

- 5.1 The Lynn Museum continues to host a 12 month Teaching Museum traineeship, as part of the NMAS *Teaching Museum* programme funded by ACE as part of the 2012-15 Major Partner Museum ACE business plan. Sarah Cassell is part of the first intake on eight trainees. Sarah is working as Curatorial Assistant across the sites of Lynn Museum and the Ancient House Museum in Thetford and has gained genuine practical experience in a broad range of curatorial areas including developing temporary exhibitions, documenting collections and supporting formal and informal learning. It has been confirmed that the Lynn Museum will be hosting another curatorial trainee from the next Teaching Museum cohort, commencing January 2014.
- 5.2 Lynn Museum has continued to work with local schools to deliver a broad range of formal learning sessions. NMAS learning staff are currently reviewing the implications of the recent changes to the History National Curriculum, which is likely to result in more primary-age children visiting the Seahenge Bronze Age gallery.
- 5.3 NMAS is continuing to deliver a broad programme of youth engagement activities, funded as part of the ACE Major Partner business plan 2012-15. The programme focuses on developing projects and engagement opportunities for young people including those categorised as NEET. The King’s Lynn Museums Youth Forum members created an animation for the *Inspired Choice* shown at the Lynn Museum.

- 5.4 The Youth Engagement Officer has developed and run an innovative new programme entitled the *Messy Museum Café*, targeted at under 5's and young parents and based on the Story Café model used in schools. Young parents are being reached through the local SureStart group.

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:

1. That the Area Museums Committee notes the report
2. That the long-term deposit of Savage's documents with the Norfolk Record Office be agreed (Item 2.6).

Originator of report:
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Item 9

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

Date: 14 October 2013

Report from: Tourism Manager, Borough Council of King's Lynn & West Norfolk

1 Introduction

The report updates members of the Area Museums Committee on tourism marketing undertaken by the Borough Council during the period October 2012 – September 2013.

2 Website and on – line marketing

- 2.1 The new website www.visitwestnorfolk.com went live on 18 July 2012. Since then the number of people visiting the site has steadily increased. Top pages viewed have comprise the Home page, Hunstanton page, King's Lynn page, Things To Do and accommodation.
- 2.4. The visitwestnorfolk twitter account is being actively used and has attracted 390 followers to date.

3 Update on the 2013 destination marketing campaign

3.1 West Norfolk Holiday guide

The 2013 lead generation and brochure distribution campaign is nearing completion. The final distribution breakdown for the holiday guide is expected to be:

- 49,500 enquiries generated through the main on line and off line advertising campaigns.
- 18,000 copies will have been distributed through the national TIC network
- The balance 22,500 copies will have been distributed through enquiries and requests generated from 3rd party websites (such as www.visitnorfolk.co.uk) and distributed at prime regional sites, through local West Norfolk Tourist Information Centres and at exhibitions/events.

3.2 Where To Go and What to Do in West Norfolk

The format of the 2013 Where To Go and What To do in West Norfolk guide followed the revised format introduced in 2012. All available advertising space was taken by attractions and visitor services. 200,000 copies were produced. Distribution has taken place throughout a catchment area of approximately 75 minutes drive time to West Norfolk.

3.3 Discover King's Lynn

The increased print run from 100,000 to 110,000 copies of Discover King's Lynn was continued for 2013 and will all have been distributed by the end of the autumn. The discount King's Lynn voucher scheme continued with offers provided at Lynn Museum, True's Yard Fisherfolk Museum, The Custom House Maritime Exhibition and at Tales of The Gaol House. In 2012 the number of people using the vouchers increased to 1420 from 835. In 2013, 1556 people used vouchers up to the end of August 2013,

3.4 Other guides

Updated version of the Hunstanton Mini Guide, Downham Market Mini Guide, King's Lynn Hanse Trail, Pilgrimage Trail and Hunstanton Wolf Trail were all printed and distributed during 2013.

4 **Proposals for 2014 West Norfolk main destination promotion**

4.1 Work on production of the 2014 West Norfolk holiday Guide is underway. 90,000 copies to be published in December with distribution commencing immediately in 2014.

4.2 The promotional package for advertisers again includes advertising space in the brochure, presence on the website and promotion through the Tourist Information Centres. For 2014, advertisers can opt for a web-site and TIC only option. By advertising with west Norfolk, business can also benefit from substantially reduced rates to advertise on the county wide Visit Norfolk website. Businesses in the north of the Borough also have the opportunity to promote themselves through the new destination marketing organisation Visit North Norfolk. Businesses who advertise with both West Norfolk and north Norfolk are offered significant discounts.

4.3 The 2013 lead generation campaign is currently being planned. This will comprise one campaign using both off line and on line media to generate direct requests for the West Norfolk Holiday Guide. A second campaign will comprise on-line activity aimed directly at generating additional visits to the website and generating sign ups to on-line 'news and offers'. Details of both campaigns should be confirmed by early November.

4.4 West Norfolk will again with working with Visit England to take part in the English countryside campaign to take place early in 2014.

4.5 The Borough Council of King's Lynn & West Norfolk are active partners in the Visit Norfolk partnership which was formed to replace the previous Norfolk Tourism. The Borough Council are active partners in the recently formed Visit North Norfolk Coast and Countryside Ltd.

5 **Tourist Information Centres**

5.1 For the period January – August 2013, King's Lynn Tourist Information Centre has welcomed over 83,000 visitors which is the highest figure for this period since the Tourist Information Centre moved to the Custom House in 2000.

5.2 The Tourist Information centre in Hunstanton, which is now operated by Hunstanton Town Council under a management agreement with the Borough Council was substantially refurbished during the spring of 2013. The mechanism for counting visitor numbers has been interrupted for several months so comparable figures are not available.

6 **Other heritage marketing**

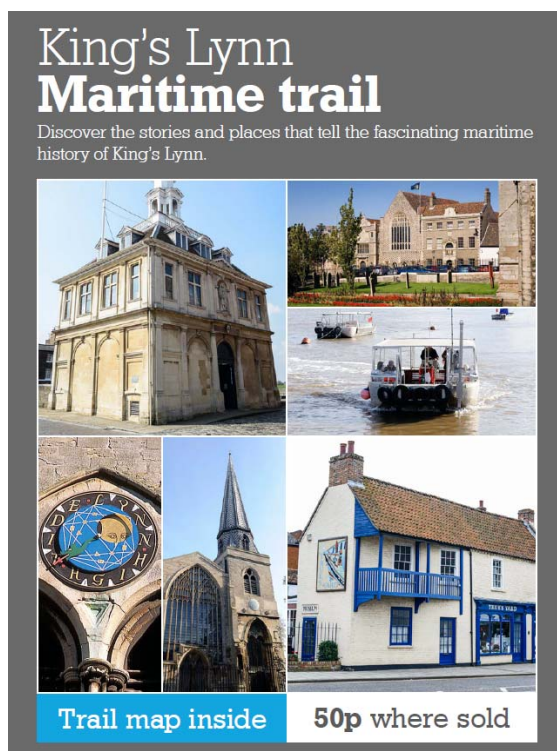
6.1 King's Lynn Town Guides

6.1.1 The Borough Council has continued to support the valuable work of the King's Lynn town guides. A total of 15,000 copies of the improved King's Lynn Town Guides Guided Walks leaflet for 2013 were printed and distributed.

6.2 King's Lynn Maritime trail

The King's Lynn maritime trail was launched on 25th May 2013. The trail which starts at True's Yard Fisherfolk Museum and ends at Marriott's Warehouse captures the story of the town's history as a premier English sea port, the stories of its merchants, ship builders, sailors, fishermen, press gangs, porters and pubs which have played key roles in this history. A series of 27 bronze pavement way markers were installed depicting 4 different designs, an anchor, Kogge, ship's wheel, and whale, which are used in the four different historic wards of King's Lynn which the trail passes through.

A supporting maritime trail guide had been developed introduced the story of King's Lynn's maritime history, famous people behind this history as well as detailed information and route notes to help people follow the trail. The guide is normally sold with a cover price of £0.50p.



6.3 King's Lynn pedestrian signposting

The content and locations featured on the current range of 34 directional fingerposts in the town centre have been reviewed and a new signing scheme introduced. This scheme identifies 6 key areas of town which are signed from all 34 locations.

These comprise:

- Medieval Old Town
- River & Waterfront
- True's yard & St Nicholas
- Greyfriars & The Walks
- King Street & Tuesday Market Place
- Town centre Shopping.

Individual venues or locations are signed within and close to the area of town in which they appear. The exception is the Tourist Information Centre which is signed from all 34 locations. A total of 31 individual locations are signed, plus public toilet locations.

These scheme has aimed to introduce a much more consistent and comprehensive approach to signing which also aims to increase awareness of the different key area within the town centre.

6.4 Welcome and orientation information signs

6.4.1 Proposals for a series of new welcome and orientation signs will be developed for potential use at car parks and other key locations. These will aim to build on and reinforce the scheme of signing areas and individual locations used on the fingerpost scheme.

6.4.2 A series of information posters have been created which it is hoped will be displayed at King's Lynn railway station at the time when the restoration works on site have been completed.

6.5 Heritage Open Day

2013 Heritage Open Day took place on 15th September 2013. Organised again by the Civic Society in partnership with the Borough council, Town guides and other organisations, the event featured more sites and activities open to the public than before, with 49 sites or events available for the public to enjoy. The day's events were very positively received.

6.6 The Hanse

King's Lynn celebrated the international Day of the Hanse in May. King's Lynn and West Norfolk was also promoted at the international Hanse festival in Herford, Germany during June. Plans for celebration of the 2014 2 of International Day of the Hanse are underway with events focused around a musical theme.

6.7 The Town Hall

Following the positive response from the Heritage Lottery Fund to the stage 1 application for the 'Town Hall Project – Stories of Lynn', work has been taking place to work up the full stage 2 application.

The main aim of the Town Hall project - Stories of Lynn is to bring to life Lynn's rich history. This will be achieved by looking at life in the town over the years through the eyes of the community whose lives are recorded in the borough archives and reflected in the fabric of the town hall. The project will improve the care of the archive and other collections and will help to establish the Town Hall as a destination heritage attraction and a hub which will link together the town's wealth of heritage sites and attractions.

To assist with the development of the project plans the consultative forum (originally established to support the development of the stage 1 application) has been reconvened to gather and formulate recommendations to be fed back into the project proposals, particularly around matters of:

- (1) The Archives
- (2) Learning and interpretation – exhibition themes and design, interpretation methods, events and activities.

- (3) Access Inside and Out – physical accessibility, signage, routes and visitor flow, audience development and marketing to incorporate the cross-promotion of historic venues in the town.

It is planned that the stage 2 application will be submitted in February 2014. If successful, it is hoped that £1,690,600 will be secured towards this £2.3m project.

6.8 Other marketing

6.8.1 King's Lynn Visitor pontoons and Sail Wash

The King's Lynn Visitor pontoons were installed on South Quay and opened at the end of July. The pontoons are open to visiting craft for stays of up to 7 nights, with berths charged on a daily basis, priced per metre length of the craft.

Prior to installation, the Borough Council has been working with operators of two other marina's, with access to Wash (Wisbech Yacht Harbour and Fosdyke Yacht Haven) to develop a new website – www.sailthewash.com to promote the Wash as a destination craft sailing on the east coast on England,

7 Financial implications

None

8 Policy Implications

None

9 Recommendations

The committee is recommended to note the report.

10 Access to Information

No background papers

Author of report.

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