

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



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
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Members of the Committee are invited to undertake a tour of the Lynn Museum at 1.00 pm prior to the meeting. Please meet outside the entrance to the Museum. If you wish to participate in the tour please contact Wendy Vincent on 01553 616377 or email wendy.vincent@west-norfolk.gov.uk

5 March 2015

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 16 March 2015 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

A G E N D A

1 Apologies for absence

To receive any apologies for absence.

2 Minutes

The Committee is invited to confirm as a correct record the notes of the meeting held on 27 October 2014 (attached at pages 1 to 9).

3 Matters Arising

To consider any matters arising.

4 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.

5 **Recent changes to National Curriculum, implications for Museums Sector generally and impact/opportunities for Lynn Museum and Town Hall**

To receive a presentation from the Learning Officer, Norfolk Museums Service.

6 **Report of the Western Area Manager**

To consider the King's Lynn Museum Report (attached at pages 10 to 14).

7 **Report of the Borough Council**

To consider the Borough Council Report (attached at pages 15 to 18).

8 **Schedule of Meetings 2015**

14 September 2015, 2.15 pm, Committee Suite, King's Court, Chapel Street, King's Lynn.

9 November 2015, 2.15 pm, Committee Suite, King's Court, Chapel Street, King's Lynn

To: **Borough Council Representatives**

Councillors, M Back, Mrs E Nockolds, A Tyler, Mrs A Wright and A Wright

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 Creak, 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 – Councillor J Ward, The White House, 15 White House Lane, Thorpe St Andrew, Norwich, NR7 0BP

Vice-Chairman, Joint Museums Committee – Councillor J Bracey

Co-opted Non Voting Members

Friends of King's Lynn Museums

Mr B Howling, Chairman, 21 Northgateway Way, Terrington St Clement, King's Lynn, PE34 4LG

True's Yard Fishing Heritage Museum

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

Co-opted Youth Representative

Member of the Youth Forum to be accompanied by Anna Caley

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 27 October 2014 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 (Chairman)
Councillor M Back	- Borough Council of King's Lynn & West Norfolk
Councillor A Tyler	- Borough Council of King's Lynn & West Norfolk
Councillor A J Wright	- Borough Council of King's Lynn & West Norfolk
Councillor Mrs A Wright	- Borough Council of King's Lynn and West Norfolk
County Councillor M Chenery	- Norfolk County Council
County Councillor D Collis	- Norfolk County Council
County Councillor H Humphrey	- Norfolk County Council (Vice-Chairman)
County Councillor J Perkins	- Norfolk County Council
County Councillor J Ward	- Chairman of Joint Museums Committee
Dr R Hanley	- Norfolk Museums Service
Wendy Vincent	- Democratic Services Officer, Borough Council of King's Lynn & West Norfolk

1 SUSPENSION OF STANDING ORDER 36 – RECORDING OR BROADCASTING OF MEETINGS

RESOLVED: In order to comply with Statutory Instrument 2014 no 2095, The Openness of Local Government Bodies Regulations 2011, Standing Order 36 is suspended for the duration of the meeting.

2 APOLOGIES FOR ABSENCE

Apologies for absence were received from County Councillor S Agnew, Councillor J Bracey, Lindsey Bavin and Mr S Miller.

3 MINUTES

The notes of the meeting held on 2 June 2014 were agreed as a correct record.

4 MATTERS ARISING

County Councillor H Humphrey referred to page 7, paragraph 3 and queried whether the reference to the monthly Planning Committee meeting should read "County Council Planning Committee". In response, the Chairman, Councillor Mrs Nockolds explained that if the King's Lynn and West Norfolk Area Museums Committee coincided with any other meetings, then the

representative could either join meeting later than the scheduled start time or arrange for a substitute.

5 DECLARATIONS OF INTEREST

There were none.

6 REPORT OF WESTERN AREA MANAGER

King's Lynn Museums Report – May to September 2014

The Western Area Manager presented the report which provided Members with information on King's Lynn Museums for the period May to September 2014 as set out below:

(i) Temporary Exhibitions and Events at Lynn Museum

The major temporary exhibition for 2014 was *1914-2014: King's Lynn and the First World War*. This exhibition opened on 9 August 2014 and would run until 6 June 2015. Marking the centenary of the outbreak of the Great War, the exhibition explored the town's experience, including damage caused by Zeppelin raids, the Home Front and the role that local businesses played in the war effort. The exhibition featured a broad range of collections including costume, ephemera and Zeppelin fragments.

A small travelling version of this World War One exhibition had been created and was being loaned to a number of community venues including Hanse House and schools and other community venues in Upwell and Emneth.

The next major exhibition at Lynn Museum would explore the life and work of Frederick Savage. This exhibition would open in July 2015 and would tell the story of King's Lynn's iconic creator of merry-go-rounds – including a close look at the art, craft and design of the fairground.

Lynn Museum supported the nationwide Heritage Open Day programme organised by the King's Lynn Civic Society on Sunday 14 September, offering free admission. There were 757 visitors during the day (400 visitors in 2013).

An enhanced programme of informal family learning events continued to be offered at the Lynn Museum. The family events taking place during the summer holidays were promoted through a *Summer Holidays Events* colour flyer distributed to all local schools prior to the end of the summer term. Recent 'drop-in' events have included:

- *The Wild Fens* – 24 May – 36 participants
- *Pirates Ahoy!* – 27 May – 129 participants
- *Ancient Egyptians* – 29 July – 170 participants
- *Let's Play* – Toys & Games – 5 August – 95 participants
- *Monster Mammoths* – 12 August – 201 participants
- *1914: Lynn Goes to War* – 19 August – 92 participants
- *Rediscover the Romans* – 26 August – 91 participants
- *Brilliant Bronze Age* – 2 September – 66 participants.

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During the school summer holidays the Lynn Museum ran a *Summer Time Trails* programme comprising eight free themed gallery discovery trails including *Hidden Egyptians*, *Dinosaur Detectives* and *Remembering World War One*. Families that completed six trails were invited to attend a Tea Party on 20 September. Over the course of the summer 646 visitors took part in the trails, with 26 attending the Tea Party celebration.

The Lynn Museum hosted a Macmillan Coffee Morning on 26 September 2014, with 39 participants. Future coffee morning style events would focus on exploring different aspects of the collections.

(ii) Other Museum Developments

The refresh of the main exhibition gallery at the Lynn Museum was largely complete, utilising funding from the ACE Major Partner Museum programme. The refresh had seen the displays enhanced with additional collections, including recent acquisitions and material from the former Town House Museum including Civil War collections and medieval pilgrim badges. The improvements had been designed and delivered by the NMS in-house design and technical team.

The Lynn Museum continued to develop its social media presence, with Twitter and Facebook accounts maintained by staff. To the end of August the Lynn Museum had 131 Facebook and 729 Twitter followers.

A team of nine collection volunteers continued to meet on a weekly basis in the NMS offices at Queen Street, supervised by Teaching Museum Trainee. Volunteers had continued with a programme of work involving the scanning and cataloguing of the print collections. Nearly one thousand prints by local artist Henry Baines had now been scanned and given enhanced catalogue entries. The team would next begin scanning the Walter Dexter print collection.

(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 continued to support the afternoon talks programme being offered at the Lynn Museum during 2014.

The Friends were continuing to fund a programme of fine art conservation, with the latest two paintings about to undergo specialist conservation work. The Friends had also supported the purchase of a number of significant archaeological finds reported under the Treasure Act, including the recent acquisition of a Bronze Age "founders hoard" found near Docking.

The Friends Annual General Meeting took place on Monday 13 October 2014 at Lynn Museum and Bryan Howling was elected as Chairman.

(iv) Partnerships

The Lynn Museum free admission period ran from October to March. The free admission period was provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMS.

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NMS continued to support the Borough Council with the delivery of the HLF-funded *Stories of Lynn* project focussed on the Town Hall. As well as being part of the Project Steering Group and Project Board, NMS continued to lead on the development and delivery of the project Activity Plan and the development of exhibition designs and site interpretation.

The delivery of NMS services in King's Lynn and West Norfolk continued to operate under the terms of the 2014-15 SLA with the Borough Council. Under an extension to this agreement, NMS 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.

NMS staff supported the *Georgian Lynn and the Brilliant Burney Family* exhibition at the Custom House which opened on 6 June. . Learning Officer Melissa Hawker also supported the Burney festival by giving a talk at the Lynn Museum on 18 June on the subject of Fanny Burney and the 18th century novel.

NMS continued 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 and were now touring a range of community venues across the Fens, including the Lynn Museum. The project team delivered a major programme of family activities at partner museum sites during the school summer holidays.

(v) Learning and Outreach

The Lynn Museum continued to host a 12 month Teaching Museum traineeship through the NMS *Teaching Museum* programme, funded by ACE as part of the 2012-15 Major Partner Museum ACE business plan. Current trainee Emily Shepperson was working as Curatorial Assistant for King's Lynn and Thetford. Amongst a range of other activities, Emily had helped co-ordinate the summer trails programme, supervise collections, volunteers and schedule displays in the museum reception area.

Lynn Museum had continued to work with local schools to deliver a broad range of formal learning sessions. Following recent changes to the history National Curriculum, Lynn Museum was seeing an encouraging increase in bookings for the recently piloted Seahenge sessions for Keystages1 and 2.

School programmes exploring local heroes such as Frederick Savage had included sessions offering the *Discover* level Arts Award in a day. The Toys and Games session continued to be popular with local schools, despite the changes to the National Curriculum.

NMS was continuing to deliver a broad programme of youth engagement activities, funded as part of the ACE Major Partner Business Plan 2012-15. The programme focused on development projects and engagement opportunities for young people.

(vi) Visitor Numbers

The visitor numbers by Museum and County total were tabled. It was noted that all Norfolk Museums had been included setting out the previous two years for comparison.

The Western Area Manager reported that the visitor numbers for the Lynn Museum was up on last year which was thought to be due to the improvements to the school holiday programme which included offers to local families. It was anticipated that by the end of the year, total visitor figures would be around 16,000. The Western Area Manager commented that the overall trend was progressing in the right direction and it was important to retain the high quality of exhibitions and to keep developing the school holiday programme.

The Chairman, Councillor Mrs Nockolds commented that it was important to keep the younger age group interested in museum activities and thanked the Western Area Manager for retaining the excellent standard of events at the Lynn Museum.

In response to questions from Councillor Chenery regarding the involvement of schools within the Borough, the Western Area Manager explained that the Museums Service worked with all local schools. However, he highlighted that the main users of the Lynn Museums were schools within walking distance.

Councillor Chenery asked if others schools such as Wells, Fakenham and Litcham could be included within the work carried out by the Museums Service. In response, the Western Area Manager explained that the Museums Service welcomed schools from any part of Norfolk and beyond. The Sea Henge display had attracted pupils from outside of Norfolk.

County Councillor Humphrey commented that the Frederick Savage exhibition in July 2015 would be interesting to children who would be aware of the carousel rides. The engineering patterns and other designs would also create interest and consideration would be required on how to present the information in an understandable format.

The Chairman, Councillor Mrs Nockolds informed the Committee that five circular benches had been commissioned through a local company depicting the Frederick Savage design which would be installed on the Tuesday Market Place.

The Western Area Manager advised that there was a working Savages carousel at Bressingham. Members were also reminded that previously the Committee had undertaken a tour of Aickman's Yard where items relating to Savages fairground rides had been viewed.

In response to questions from Councillor Tyler regarding the National Curriculum, particularly relating to Key Stage 1 and 2, the Western Area Manager outlined the changes and explained that historically the core subjects for Key Stage 1 and 2 had included the Victorians, Romans, Tudors, etc, but now children attending a primary school studied up to the period of 1066. He therefore added that the Tudor and Victorian activities no longer formed a significant element of study within primary schools which had

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presented a significant challenge to the Museums Service in that the programmed offered to schools had to be revised.

In response to a question from Councillor Mrs Wright relating to requests for Victorian Wash Day sessions, the Western Area Manager explained that time and travel costs could be barriers to schools making visits to the Lynn Museum, however, some schools were still interested in attending Victorian sessions following the changes made to the National Curriculum.

Following further questions from Councillor Mrs Wright regarding Key Stage 1 and 2, the Western Area Manager explained that this category of pupils studied the history period up to 1066, which included Romans, Anglo Saxons, Vikings and the Norman Conquest.

The Chairman, Councillor Mrs Nockolds commented that the Museums Services worked closely with schools. Flyers and email communications were sent out on a regular basis to schools reminding pupils of the activities arranged by the Museums Service. Officers within the Museums Service would liaise with schools when developing a new programme.

The Western Area Manager suggested that the Learning Officer be invited to attend the next meeting of the Committee to provide an update on the National Curriculum and the resulting learning programme changes for the Museums Service.

Councillor Tyler asked what services were provided for GCSE and A Level students. In response, the Western Area Manager explained that some museums like Gressenhall could cater for secondary schools. In the past, the Lynn Museum had hosted students studying for A level Archaeology who had visited the Sea Henge Gallery.

The Chairman, Councillor Mrs Nockolds informed the Committee that the Lynn Museum had supported the Heritage Open Day and there had been a significant increase in the number of visitors. The Lynn Museum would continue to support the Heritage Open Day in 2015 and would offer an enhanced level of activity.

County Councillor Ward commented on the feedback relating to twitter and social media and added that often when celebrities who had re-tweeted, there had been an increase in the number of followers. The Western Area Manager advised that there was a Digital Development Officer in Norwich who was developing social media followers.

The Chairman, Councillor Mrs Nockolds informed those present that "twitter" had been used to advertise themed coffee mornings which had been well attended.

Councillor A Wright enquired what the Town House Museum space was now being used for. In response, the Western Area Manager explained that the Registrars Service now occupied the Ground Floor and other areas of the former Town House Museum. The Museums Office occupied accommodation on the first floor.

The Chairman, Councillor Mrs Nockolds enquired when the Bronze Age "founders hoard" would be displayed. In response, the Western Area

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Manager explained that the items would be shortly on display in a new case located in the Reception Area of the Lynn Museum. In the longer term, the Bronze Age collection would be located in a display case within the Sea Henge Gallery.

County Councillor D J Collis asked what the total current membership was for the Friends of King's Lynn Museums. In response, the Western Area Manager commented that the membership varied, but currently was in the region of between 70 – 80 people.

The Chairman, Councillor Mrs Nockolds referred to the cataloguing process and asked if postcards could be sold relating to the Baines and Dexter collections. In response, the Western Area Manager advised that all objects would be entered onto the database which would form the catalogue and be published and available to view on line. A new look website had been created by the Norfolk Museums Service which offered a search facility and members of the public could purchase high quality prints. The Western Area Manager explained that there was very little income from the sale of postcards so was therefore not deemed a viable item to sell.

The Chairman, Councillor Mrs Nockolds reminded the Committee that the Lynn Museum free admission period ran from October to March. The free admission period was provided under the terms of the Service Level Agreement (SLA) between the Borough Council and Norfolk Museums Service.

The Western Area Manager informed the Committee that a recent meeting had been held with the Lynn News, who had agreed to publish articles relating to different collections on a fortnightly basis. This arrangement would provide a good platform to promote the Lynn Museum.

Councillor Chenery referred to the BBC filming which would include the John King Cup. In response, the Western Area Manager explained that an interpretation of the King John Cup would be incorporated within the improvement works scheduled for the Town Hall. The Chairman, Councillor Mrs Nockolds added that the BBC were filming for a documentary programme and would include the Tuesday Market Place and the Town Hall.

Councillor Tyler made reference to paragraph 4.4 and the development of plans for enhanced interpretation at the South Gate and asked what the plans were to improve the presentation of the South Gate. In response, the Western Area Manager explained that the South Gate was open on Heritage Day and on a limited basis which depended upon volunteers to staff the building. The volunteers also provided a service for the Red Mount Chapel. The Chairman, Councillor Mrs Nockolds advised that a recent meeting had been held with the volunteers and they had expressed an interest in developing ideas to increase the number of visitors. The Western Area Manager explained that a modest HLF bid was being considered following liaison with the volunteers.

In response to questions from Councillor Tyler regarding the Georgian Lynn and the Burney Family exhibition at The Custom House, the Chairman, Councillor Mrs Nockolds undertook to obtain the visitor numbers and reply direct to Councillor Tyler.

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The Western Area Manager explained that an approach had been made to the Lynn Museum to display collections at the South Gates. However, there was concern relating to the environment in that it would be damp and not secure. The Chairman, Councillor Mrs Nockolds advised that a number of new ideas for improved interpretation were currently being explored.

The Western Area Manager tabled an invitation to the Fen Youth Film Fest 2014 on the evening and afternoon of 18 November. The Committee had already been emailed the invitation. Any Member wishing to attend should reply to stuart.hall@norfolk.gov.uk. The Chairman, Councillor Mrs Nockolds commented that she hoped that the Committee would attend the Fen Youth Film Fest 2014.

Councillor Mrs Wright asked if all schools were invited to attend the Fen Youth Film Fest. The Western Area Manager explained that it was not a general invitation to all schools, but only to those schools who had been involved in the production of the films, but undertook to check the invitation list. The Chairman, Councillor Mrs Nockolds commented that Stuart Hall worked with schools particularly in rural areas of the Fens.

In response to questions from County Councillor Humphrey regarding travelling artefacts being loaned to schools to assist education and encourage visits to the Museum, the Western Area Manager explained that the Museums Service did have some collections that could be loaned to schools which included a significant number of hand held objects.

County Councillor Humphrey commented that it would be beneficial for the Museums Services to work in partnership with schools to develop a programme to assist with the changes in the National Curriculum. The Western Area Manager explained that the Museums Services carefully targeted marketing to help teachers deliver the changes in the National Curriculum.

The Chairman, Councillor Mrs Nockolds reminded the Committee that Members could gain free entry to the Museum if they showed their ID card.

RESOLVED: (1) The Area Museums Committee noted the report.

(2) The Learning Officer be invited to attend the next meeting of the Committee to provide an update on the National Curriculum and the programme changes for Lynn Museum and other Museums, as appropriate.

(3) The Committee be invited to undertake a tour of the Lynn Museum prior to the King's Lynn and West Norfolk Area Museums Committee on 16 March.

7 REPORT FROM TRUE'S YARD

In the absence of the Manager of True's Yard, the Committee received the activity report which was noted.

In response to County Councillor Chenery regarding the archives, the Chairman, Councillor Mrs Nockolds explained that she was not aware of the age of the archives, but they mainly related to Seamen's minutes and suggested that County Councillor Chenery contact True's Yard direct.

8 ANY OTHER BUSINESS**Co-opted Youth Representative**

In response to questions from Councillor Tyler regarding the Co-opted Youth Representative, the Chairman, Councillor Mrs Nockolds explained that it was often difficult for a youth representative to attend as often they were either at work or studying at college. However, it was recognised that there was a good Youth Forum in place.

AGREED: The Western Area Manager to remind the Youth Forum that a representative be invited to participate in the King's Lynn and West Norfolk Area Museums Committee and suggest that attendance could be made on a rota basis.

Lynn Museum – Opening Hours

County Councillor Ward commented that on arrival to King's Lynn today he was disappointed to learn that the Lynn Museum was closed. The Western Area Manager suggested that Members undertake a tour of the Museum prior to its next meeting which was agreed by the Committee.

9 DATE OF NEXT MEETING

The date of the next meeting was confirmed as Monday 16 March 2015, 2.15 pm in the Committee Suite, King's Court, Chapel Street.

Members are invited to attend a tour of the Lynn Museum at 1.00 pm prior to the meeting at 2.15 pm.

The Meeting closed at 3.20 pm



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**

16 March 2015

Item No. 6

KING'S LYNN MUSEUMS REPORT

Report by the Western Area Manager

**This report provides information on King's Lynn
Museum activities in the period from October 2014
to February 2015**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The major temporary exhibition *1914-2014: King's Lynn and the First World War* is currently on show at the Lynn Museum. This exhibition opened on 9 August 2014 and will run until 6 June 2015. Marking the centenary of the outbreak of the Great War, the exhibition explores the town's experience, including damage caused by Zeppelin raids, the Home Front and the role that local businesses played in the war effort. The exhibition features a broad range of collections including costume, ephemera and Zeppelin fragments.
- 1.2 A small travelling version of this World War One exhibition has been created and has been loaned to a number of community venues including schools in Upwell and Emneth.
- 1.3 The next temporary exhibition in 2015 will be *Trading Stories: A century of shops, crafts and trade*. This exhibition will run from 12 June to 12 July and is an enhanced version of the *Shops and Shopping* travelling exhibition produced by the Fens Museums Partnership as part of the HLF-funded *Fenland Lives & Land* project.
- 1.4 The next major exhibition at Lynn Museum will explore the life and work of Frederick Savage. *Art of the Mart: Savages - the famous fairground makers of Lynn* This exhibition will open on 25 July 2015 and will tell the story of King's Lynn's iconic creator of merry-go-rounds – including a close look at the art, craft and design of the fairground. The opening of the exhibition will link to the 2015 King's Lynn Festival.

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- 1.5 A programme of illustrated talks continues to be offered at Lynn Museum on Wednesday afternoons. Recent topics have included *The History of Aviation in Norfolk*. Attendances average 15-25 and most talks are delivered by NMS staff.
- 1.6 An enhanced programme of informal family learning events continues to be offered at the Lynn Museum. Recent 'drop-in' format events have included:
 - *Trick or Treat* – 28 October (90 participants)
 - *Christmas Long Ago* – 6 December (16 participants)
 - *Carousels and Candy Floss* – 17 February (66 participants)
- 1.7 During February Lynn Museum supported the town-wide programme of Zeppelin activities, culminating in a themed event day at Lynn Museum on Saturday 24 January. There were 95 attendances to the museum on this day.
- 1.8 During the school holidays the Lynn Museum continues to run popular themed gallery discovery trails including a Halloween themed trail for October half term, a Christmas trail over the Christmas holiday period and a Fairground themed trail in February half term to link with the Mart on the Tuesday Market Place.
- 1.9 The Lynn Museum continues to host monthly "coffee morning" style events for adults, with each session exploring a different aspect of the collections.

2. Other Museum Developments

- 2.1 NMS staff have been supporting Borough Council colleagues with recent improvements to the King's Lynn bus station, including new interpretation. New exterior signage will be installed on the front of the Lynn Museum following the completion of bus station improvements and following consultation with the borough council's Conservation Officer.
- 2.2 The refresh of the main exhibition gallery at the Lynn Museum is complete, utilising funding from the ACE Major Partner Museum programme available in 2014-15. This refresh has seen the displays enhanced with additional collections, including recent acquisitions and material from the former Town House Museum including Civil War collections and medieval pilgrim badges. These improvements have been designed and delivered by the NMS in-house design and technical team.
- 2.3 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts being maintained by staff. At the end of February 2015 the Lynn Museum had 158 (131 August 2014) Facebook and 948 (729 August 2014) Twitter followers.

- 2.4 A team of collections volunteers continues to meet on a weekly basis in the NMS offices at Queen Street. Volunteers have continued with a programme of work involving the scanning and cataloguing of the drawing collections. Nearly one thousand drawings by local artist Henry Baines have now been scanned and given enhanced catalogue entries. The team have now started scanning the Walter Dexter drawing collection and have assisted by digitising photographs of Savages fairground rides in preparation for the summer exhibition.

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 will continue to support the afternoon talks programme being offered at the Lynn Museum during 2015.
- 3.2 The Friends are continuing to fund a programme of fine art conservation. The Friends have also supported the purchase of a number of significant archaeological finds reported under the Treasure Act including a Bronze Age gold ring and a five hundred year old pomander vinaigrette
- 3.3 A display to promote the work of the Museum Friends is planned for the display case in the Lynn Museum reception area. This will include an exhibition of the latest acquisitions, together with fine art conserved with support from the Friends.
- 3.4 The Friends AGM took place on Monday 13 October at Lynn Museum, with a strong attendance of Friends members.

4 Partnerships

- 4.1 The Lynn Museum free admission period runs from October to the end of March. This free admission period is provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMS.
- 4.2 NMS continues to support the Borough Council with the delivery of the HLF-funded *Stories of Lynn* project focussed on King's Lynn Town Hall. As well as being part of the project steering group and Project Board, NMS continues to lead on the development and delivery of the project Activity Plan and the development of exhibition designs and site interpretation.
- 4.3 NMS is hosting the two *Stories of Lynn* project funded posts, the Project Curator (12 months) and the Learning & Engagement Officer (48 months). Recruitment has now been completed for both posts, with Dr Andrew Mills appointed to the role of Project Curator and Ruth Farnan appointed to the role of Learning & Engagement officer. Ruth previously worked on the Fens Museums Partnership's *Fenland Lives & Land* project. Both staff are based in the NMS offices on the first floor of the former Town House

Museum. Both are now working closely with colleagues from the Borough Council and the Norfolk Record Office.

- 4.4 The delivery of NMS services in King's Lynn & West Norfolk continues to operate under the terms of the 2014-15 SLA with the Borough Council. Under an extension to this agreement, NMS 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.
- 4.5 NMS continues to lead the Fens Museums Partnership through the development and delivery of the Heritage Lottery Fund funded partnership project *Fenland Lives and Land*. Five exhibitions were co-produced by "clusters" of museums and community groups and are now touring a range of community venues across the Fens, including the Lynn Museum.
- 4.6 The Fens Museums Partnership project team organised the *Fen Youth Film Fest* event at King's Lynn Town Hall on 18 November 2014. This event celebrated the diverse range of films produced by young people working with NMS staff and specialist film-making freelancers. An afternoon screening was targeted at local schools and the evening screening showcased a range of films produced for the Fenland Lives & Land project and by King's Lynn Museums Youth Forum. The evening included a premiere of the latest Youth Forum film *Cathead*. The event was attended by a range of key stakeholders including elected members and project funders Arts Council England and the Heritage Lottery Fund. A number of participants and their families also attended.

5 Learning & Outreach

- 5.1 During 2015 the Lynn Museum will be hosting a 12 month Teaching Museum traineeship provided through the NMS *Teaching Museum* programme, funded by ACE as part of the 2015-18 Major Partner Museum ACE business plan. As in 2013 and 2014 the trainee will work as a Curatorial Assistant for King's Lynn and Thetford. Amongst a range of other activities, they will help coordinate the summer trails programme, supervise collections volunteers and schedule displays in the museum reception area. The 2015 traineeship will commence in April and recruitment is currently underway.
- 5.2 As part of the HLF Skills for the Future programme based at Gressenhall Farm & Workhouse, King's Lynn Museums and the Fenland Partnership have hosted a traineeship focussed on informal learning. Tabitha Runacres has been supporting the delivery of activities linked to the HLF-funded *Fenland Lives & Land* project, involving work with museums across the Fens. Tabitha will be completing her traineeship shortly.
- 5.3 Lynn Museum has continued to work with local schools to deliver a broad range of formal learning sessions. Learning programmes have been adapted following recent changes to the history National Curriculum. An update on these changes will be provided by the Learning Officer for

King's Lynn & Thetford during this meeting. Lynn Museum has witnessed an encouraging increase in bookings for the recently piloted Seahenge sessions for Keystages1-2.

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

Originator of report:
Dr Robin Hanley
Western Area Manager
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Committee: King's Lynn & West Norfolk Area museums Committee

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

1 Introduction

The report provides updates for the Area Museums Committee on tourism marketing and development activities over the past 12 months, particularly focusing on recent and current activities.

2 2015 destination marketing campaign

2.1 2015 West Norfolk Holiday guide

During 2015, in conjunction with the West Norfolk Tourism Forum, it was decided to completely refresh the design of the West Norfolk holiday guide and also make some adjustments to the marketing activity to promote the guide and the website.

The West Norfolk Holiday guide was completely re-designed for 2015. The format was condensed slightly to 44 pages (previously 48) which provided a much more cost effective format. The format for all accommodation adverts was standardised to a single size new format. Accommodation businesses were also given the choice of advertising in both the Holiday guide and on the website or selecting just one of the two approaches.

2.2 The **distribution schedule for 2015 is as follows.**

A total of 75,000 copies were printed with distribution as follows:

- A total of 40,000 enquiries for the brochure are expected to be generated through the main on line and off line advertising campaigns.
- 14,000 copies will be distributed through the national TIC network
- The balance 21,000 copies will be distributed through enquiries and requests generated through www.visitwestnorfolk.com, from 3rd party websites (such as www.visitnorfolk.co.uk) through local West Norfolk Tourist Information Centres and at exhibitions/events.

The overall spend on print and distribution of the guide was reduced slightly in 2015, with more resources being allocated to on-line marketing and in particular to support the development of a new West Norfolk mobile phone APP. (See 2.5 below)

2.3 www.visitwestnorfolk.com

Traffic to the website www.visitwestnorfolk.com has increased in 2014, with just over 101,000 user sessions in 2014 compared with just over 81,000 in 2013.

Top page views are:

- Home page
- Hunstanton
- King's Lynn

Followed by:

- ThingsTo Do
- Guest accommodation
- Accommodation
- Attractions
- Events

When asked which themes/activities are of most interest to website visitors, the coast and beaches are ranked slightly ahead of countryside with similar numbers highlighting

King's Lynn. In terms of activities/themed areas of interest they are ranked in popularity as follows.

- History and heritage
- Nature and wildlife
- Food and drink
- Events and festivals
- Arts and culture
- Outdoor activities
- Children/family activities
- Boating and sailing

2.4 **Content development and Search Engine Optimisation**

Over the coming months a considerable amount of work will take place on reviewing and updating website content to further improve search engine optimisation. Because the website covers such a wide geographical area and such a wide range of interest and themes there is considerable potential to adapt content to improve search engine rankings over a very wide range of search terms and criteria.

2.5 **Mobile phone app**

Work is commencing on developing a new mobile phone app for the whole of West Norfolk. The key aim is to provide a mobile, location responsive guide to services and facilities throughout the destination. This will use the same content database currently supporting the West Norfolk website so that consumer information on facilities, services and events is consistent across online and down loaded formats.

In addition to accommodation, attractions and events, a key focus is to feature content on places to eat and shops. This content will be available both on the website and the APP.

3.0 **Location specific and attraction based marketing**

3.1 2015 Where To Go and What to Do in West Norfolk

The 2015 leaflet was again published with a 200,000 print run. Distribution takes place to around 1700 outlets plus tourist Information centres in Norfolk, Cambridgeshire Lincolnshire (TIC's further afield).

2.3 Discover King's Lynn

The print run for the 2015 Discover King's Lynn guide has been increased again to 130,000 to meet demand. Distribution again is at sites throughout Norfolk, Cambridgeshire and Lincolnshire.

The Discount vouchers for 2015 include 5 offers with discounts on admission to Lynn Museum, True's Yard Fisherfolk Museum and the Custom House, discounted tickets for King's Lynn Guided Walks and free copies of the King's Lynn Maritime Trail.

2.4 Hunstanton Mine guide

Work is currently taking place on updating the Hunstanton Mini Guide. A total of 35,000 copies will be printed with extensive distribution with a 15 mile radius.

2.5 Downham Market Mini Guide,
Work is currently taking place on updating the Downham Market Mini Guide. A total of 15,000 copies will be printed with extensive distribution with a 10 mile radius.

2.6 Art, Cities & Landscape – Lynn Lumiere project.
Following the considerable interest in the Night Sailors light projection onto the Custom House developed in 2014 as part of the Arts, Cities, & Landscape project, a series of 6 illuminations on buildings in King's Lynn will be launched on 27 March.

Featuring the Custom House, King's Lynn Minster, St Nicholas Chapel, Greyfriars Tower, 18 New Conduit St (Vancouver Quarter) and The Lloyds Bank Building - Tuesday Market Place, a series of animated illuminations will add new attractions for evening visits to King's Lynn.

A mixed campaign including on train advertising, PR, printed leaflet distribution, on line content and a social media campaign is being developed to support the launch of the projections which will continue to be displayed daily throughout the year.

2.7 Other themed trails
The Hunstanton Wolf Trail, King's Lynn Town Guides Guided walks, The King's Lynn Pilgrimage Trail, Maritime Trail, Hanseatic Walking Trail and Hunstanton Horticultural Trail continue to be updated and re-printed.

3 Partnership working

3.1 West Norfolk are again working with Visit England to take part in the 'Heritage in Spring' campaign which launched on 2nd February. The campaign includes a mix of radio advertising features on Classic FM and on-line content including visitengland.com. Three themed experiences for King's Lynn & West Norfolk are being promoted and based on:

- Discovering the maritime heritage of king's Lynn
- Exploring Castel Acre and The Nar Valley
- Visiting a fine castle and historic houses at Castle Rising Castle, Sandringham House and Houghton Hall

3.2 The Borough Council of King's Lynn & West Norfolk are active partners in the Visit Norfolk partnership. Core costs have been met by Norfolk County Council and The New Anglia LEP with the main destination partners (including West Norfolk) providing a marketing budget to work alongside commercial support. Along with the main website, social media and PR work, this marketing budget has previously supported a railway advertising campaign, ITV i player campaign, consumer research and a forthcoming spring campaign. Further attention is also being given to work with the travel trade and group travel organisers.

3.3 The Borough Council continue to be active partners in Visit North Norfolk Coast and Countryside Ltd which has focused on website, social media and PR activity to promote the whole of the Norfolk coast. Visit North Norfolk are currently broadcasting a series of monthly thematic films which have been developed with support from key sponsors for each film.

4 Events

- 4.1 A number of new or expanded events are planned in King's Lynn for 2015. In addition to the main King's Lynn Festival, Festival Too, Poetry Festival and Fiction Festival and the Grand East Anglia Run, the King's Lynn Hanse Festival is being expanded to 2 days (16&17 May), Heritage Open Day is being complemented again by the Classic Car event on Tuesday Market Place and a new event Barbers, Butchers and Beer in Saturday Market Place. Other events include a Magna Carta event 13 & 14 June, and a Spitfire trail and Spitfire flypast to coincide with the RAF cadets Freedom Parade on 18 July.

5 Other developments

- 5.1 Work on the Stories of Lynn is progressing well. The construction phase of work is due to commence in mid April with completion towards the end of the calendar year. Work on the interpretative aspects of the development will commence off site during the summer for installation at the end of the year and into early 2016. It is expected that the new attractions will open for Easter 2016.
- 5.2 Improvement works to King's Lynn Bus station and links to the Rail station are proceeding. The refurbishment to the information office is due to be completed in March. The new facilities will include a 24 hours electronic touch screen information kiosk, dedicated literature racking for King's Lynn and West Norfolk Travel information and opportunities to promote key facilities and events. Works to the bus station itself are due to be completed in June. Works to the area to the front of the railway station and pedestrian crossing will follow soon after including relocation of the pedestrian fingerpost currently located at the junction with Waterloo Road.
- 5.3 New pedestrian fingerpost signing is being installed in Hunstanton in late April/May.
- 5.4 A project application to the Heritage Lottery Fund has just been submitted under the Parks for People scheme for enhancements to the garden spaces (The Green, Esplanade Gardens and the cliff top to St Edmunds Chapel). An HLF decision on the first stage application is expected in June. If successful, a second stage application, informed by wide public consultation would be made in March 2016)

6 Resource implications

None

7 Policy implications

None

8 Recommendations

The committee is recommended to note the report

9 Access to Information

No background papers

Author of report

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