

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



# **King's Lynn and West Norfolk Area Museums Committee**

## **Agenda**

**Monday, 13th March, 2017  
at 2.15 pm**

in the

**Lynn Museum  
Market Street  
King's Lynn  
PE30 1NL**



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**KING'S LYNN AND WEST  
NORFOLK AREA MUSEUMS  
COMMITTEE AGENDA**

**DATE:** KING'S LYNN AND WEST NORFOLK AREA MUSEUMS COMMITTEE - MONDAY, 13TH MARCH, 2017

**VENUE:** LYNN MUSEUM

**TIME:** 2.15 pm

Please be advised that the Committee have been invited to attend an event organised by the Friends of the Museum commencing at 12.15 pm.

There will also be an opportunity for the Committee to participate in a tour of the Museum at 1.30 pm prior to the formal meeting.

**1. APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

**2. MINUTES (Pages 6 - 8)**

The Committee is invited to confirm as a correct record the notes of the previous meeting.

**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 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. REPORT OF THE WESTERN AREA MANAGER (Pages 9 - 16)**

To consider the King's Lynn Museum Report.

**6. REPORT FROM TRUE'S YARD (Pages 17 - 19)**

**7. REPORT FROM THE BOROUGH COUNCIL (Pages 20 - 23)**

**8. DATE OF NEXT MEETING**

To confirm the following dates for future meetings in 2017:

- 5 June, 2.15 pm in the Card Room, Town Hall, King's Lynn.
- 9 October, 2.15 pm in the Card Room, Town Hall, King's Lynn.

To: Members of the King's Lynn and West Norfolk Area Museums Committee

Councillors Agnew, Coke, Collis, M Chenery of Horsbrugh, H Humphrey, Mrs E Nockolds, T Smith, A Tyler, T Wing-Pentelow and Mrs A Wright

**Ex-Officio Non-Voting Members**

Chairman, Joint Museums Committee – Councillor J Ward

Vice-Chairman, Joint Museums Committee – Councillor P Duigan

**Co-opted Non-Voting Members**

Friends of King's Lynn Museums: Chairman – Susan Thompson

True's Yard Fishing Heritage Museum: Museum Manager – Ms L Bavin

**Officers**

Mr T Shaw, Norfolk County Council

Mr R Hanley, Head of Operations and Learning NMAS

Mr S Miller, Head of Norfolk Museums and Archaeology Service

Mr T Humphrey, Tourism Manager, Borough Council of King's Lynn and West Norfolk

For Further information, please contact:

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King's Court, Chapel Street

King's Lynn PE30 1EX



**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**

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

**Minutes from the Meeting of the King's Lynn and West Norfolk Area Museums Committee held on Monday, 19th December, 2016 at 2.15 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn**

**PRESENT:** Councillor Mrs E Nockolds (Chairman)  
Councillors M Chenery of Horsbrugh, T Smith, A Tyler and T Wing-Pentelow

An apology for absence was received from Councillor H Humphrey and  
Mrs A Wright

**1      APOLOGIES FOR ABSENCE**

Borough Councillor Mrs A Wright, County Councillors H Humphrey, J Ward, Mr S Miller, Mr R Hanley, Ms S Thompson

**2      MINUTES**

**RESOLVED:** That the minutes of the previous meeting held on 13 June 2016 and the informal discussion notes from the meeting held on 26 September 2016 be approved.

**3      MATTERS ARISING**

There were no matters arising.

**4      DECLARATIONS OF INTEREST**

None.

**5      REPORT OF THE WESTERN AREA MANAGER**

The Committee received the report from the Head of Operations and Learning as circulated with the Agenda. The details of the report were enlarged upon for the meeting.

The Head of Operations and Learning responded to questions relating to:

It was suggested that Pentney Parish Council and Pentney Church be contacted to inform them about the display of two of the Anglo-Saxon Pentney Brooches in January and February 2017. S Winter agreed to send them the Parish Clerk's details.

In response to questions re the advertisement of events, it was explained that a banner was obtained to hang on the railings to advertise events taking place. It was noted that the social media following was also assisting with this.

It was explained that the mystery shopper work that had been carried out produced a large feedback report which had already resulted in some changes and improvements. The only cost of the process was that of sending our staff/volunteers to mystery shop other museums as part of the process. It was agreed to provide a summary of the report for the next meeting.

Attention was drawn to the recent donation of Samuel Gurney Cresswell items from the estate of the late Brian Hanrahan, and the fact that the Museum Service was trying to obtain an H Baines painting of the two, now demolished chapels at the Hardwick Cemetery. Funding had been achieved from the Art Fund and the V&A Purchase fund, and with support from the Friends of the Museum. It was hoped that if they were successful in acquiring the picture the image could be used for the Hardwick Cemetery interpretation boards.

The Museum "Mash up" was explained as putting different elements close to each other to encourage creative thinking and ideas.

Feedback on the Google Art photography had not been received, O Bone undertook to come back with some information. NB: after the meeting it was confirmed that the

Sam Johns the Museum collections manager had confirmed that there were plans for a 'core launch' in January 2017 with several other museums and collections including the British Fashion Council. There were about 50 images at super high resolution for the Lynn Museum and there would also be an online exhibition about King's Lynn's whaling history on view.

In relation to the pop up recitals proposed for the museum during the Festival which were successful during 2015 and 2016, it was explained that an area for approximately 25 people could be provided within the Sea Henge area which it was hoped would promote the museum. Bryan Howling was also planning on presenting a talk on the history of the Festival.

A suggestion was made to look into the "Fenland Christmas" book showing old pictures of Christmas for examples for any Christmas display. It was noted that True's Yard currently had a Christmas display, which was deliberately different from that at the Custom House.

The visitor figures were tabled for information, and it was explained that as the weather in August was hot, it resulted in lower than anticipated attendance figures as people stayed outdoors and along the coast etc. In order to try to combat this it was proposed to change the marketing

approach, getting printed materials out earlier to the schools for the summer trails, and continue to work with Stories of Lynn to prevent any clashes.

Attention was drawn to the poor attendance of many of the Norfolk County Council representatives to the meetings.

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#### **DATE OF NEXT MEETING**

Possibly 13 March 2017, at the Lynn Museum. Date to be confirmed after consultations complete.

**The meeting closed at 3.12 pm**



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

March 13th 2017

### KING'S LYNN MUSEUMS REPORT

#### **Report by the Head of Operations and Learning**

**This report provides information on King's Lynn Museum activities in the period from December 2016 – February 2017**

#### **1. Temporary exhibitions and events at Lynn Museum**

- 1.1 The current major exhibition at Lynn Museum is *Little Lives, Snapshots of Childhood 1800 to the Present Day*. The Mayor Cllr David Whitby opened the exhibition on 23 September 2016 and the show will run until 17 June 2017. This exhibition explores the stories of childhood using objects from the museum collections that, together with photographs and paintings, offer snapshots of the changing experience of childhood over the last two centuries. Photographs of the Monement family of King's Lynn by pioneering Victorian photographer William Bolding accompany the family dolls house made by William Monement. The unconventional Ruskin School at Heacham of a century ago also features, as well as more recent stories of childhood from the 1960s with the four Breen brothers went to the King Edward Seventh Grammar School. The exhibition also features a range of childhood objects from the last two decades.
- 1.2 The Lynn Museum is currently displaying a special exhibition of two of the Anglo-Saxon Pentney brooches, which are objects of national importance. On loan from the Trustees of the British Museum, the display was installed on the 9 January 2017. These silver brooches, were found by a gravedigger in Pentney churchyard and date from the late 8<sup>th</sup> century and early 9<sup>th</sup> century AD. They are amongst the most significant and finest of their kind. During their first month of display, some 430 people visited Lynn Museum specifically to see them. Due to the ongoing popularity of this exhibit, the loan from the British Museum has been extended to 14 May 2017.

- 1.3 The display of the Pentney brooches at Lynn Museum has generated excellent publicity in the local media including a piece on the *Look East* News, coverage on Radio Norfolk and pieces in the EDP and Lynn newspapers. A re-union in the Museum on 1 February of family members of the original finder of the brooches, the late Geoff King, prompted considerable interest amongst journalists and has helped raise awareness of the Museum and the display.
- 1.4 The reception case at Lynn Museum is normally re-displayed regularly by Museum Trainee, Imogen Clarke. Over the Christmas period, Edwardian Christmas cards, archive photographs and other Christmas related material went on display for our visitors.
- 1.5 A programme of monthly illustrated talks continues to be offered at Lynn Museum on Wednesday afternoons. Recent topics have included a talk on Anglo-Saxon East Anglia and the Pentney brooches by Dr Tim Pestell, Norfolk Museums Service's Curator of Archaeology, which was attended by 47 people. 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 for the school holiday periods. The 'drop-in' format event in the February Half Term was *Smashing Saxons* (to link with the Pentney brooch display) with an attendance of 156.
- 1.7 During the school holidays the Lynn Museum continues to offer a popular programme of themed gallery discovery trails, with a new trail available for each week of the school holidays. Over the Christmas period a Christmas-themed Trail was available and over February Half term, a *Super Saxons* Trail was provided.
- 1.8 The Lynn Museum continues to host monthly *Coffee, Cake and Collections* "coffee morning" style events for adults, with each session exploring a different aspect of the collections. Topics have included a Museum Quiz and reminiscence handling objects.

## **2. Other Museum Developments**

- 2.1 The Lynn Museum, in partnership with the Google Cultural Institute, launched a 'cultural platform' as part of Google Arts and Culture on 7 February. This prestigious development allows Lynn Museum to display extremely high resolution images of paintings in the collection by local artists Henry Baines, Thomas Baines, Walter Dexter and others. It also allows the museum to create online exhibitions. The first of these is *Blubber, Bone and Baleen*, exploring the history of the whaling industry using collections from Lynn Museum. This initiative was covered by local media including the EDP, Lynn News and ITV Anglia News. Another useful feature of the cultural platform is the facility to use Google Street View to explore the galleries and displays

inside the museum. This can also be accessed from Google maps and we expect this will be helpful for some visitors, including schools, planning a museum visit. Up until 21 February 2017, the Lynn Museum pages had received 4,800 unique page views, with 853 visiting the Lynn Museum Collections page and 210 visiting the whaling exhibition.

- 2.2 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts being maintained by staff. The Lynn Museum Twitter account has 2805 tweets and 1866 followers while the Facebook account has 413 likes. The Museum participated in the Twitter #HeritageTreasures in support of a Heritage Lottery Fund photography competition, the #ArtStarTrail over Christmas and #InternationalVolunteerDay.
- 2.3 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 by local artists. Work has now been completed on the drawings by Thomas Baines which illustrate his experiences in 19<sup>th</sup> century Africa and a start has been made on topographical prints of the King's Lynn area. The team's work enhances and illustrates the museum catalogue available online through the NMS collections website – see <http://norfolk museums collections.org/#!/home>
- 2.4 The Museum has been successful in obtaining grant funding of £1,160 from the Woodmansterne Conservation Awards, supporting the conservation of two newly acquired portraits in poor condition. The portraits are of John Langley and his wife Elizabeth. John Langley travelled around the world with Captain Vancouver and later in life managed a public house in King's Lynn. The Friends of Kings Lynn Museums and two private donors are also contributing to the costs. Both portraits have now been conserved and framed in the NMS workshop in Norwich. An event is planned by the Friends to mark the restoration of the paintings on 13 March 2017. The Museum plans to hang the paintings in the main gallery close to the Maritime history display case.
- 2.5 The Museum's fortnightly *History of Kings Lynn in 100 Objects* series with the Lynn News has generated significant interest. Recent artefacts featured include a Valentine's Card, a Mourning Brooch and a Fish Hook from Nootka Sound collected on Captain Vancouver's voyage to North West America.
- 2.6 Last year Lynn Museum participated in a 'mystery shopping' scheme run through SHARE Museums East, in which members of staff visit other museums and offer feedback on their findings in exchange for comments on the Lynn Museum from six peer reviewers.

As a result of comments received, the team have updated information on the museum website and answerphone and renovated the signage

at the museum entrance, addressing comments relating to the appearance of the front of the museum which were made by three of the six 'shoppers':

- "We walked from the train station to the museum and we walked around the Museum looking for the entrance, the area around the museum is messy/ untidy and the entrance near the bus station is a little confusing, one could think it's the information centre for bus routes and tickets rather than a museum."
- "Exterior impression was that the signage was a little faded and needed some tlc, however the inside was very well maintained and attractive. A pity the entrance is not through the old chapel itself but assume this may be due to disabled access issues?"
- "Seeing the exterior of the museum from a distance was impressive. The exterior of the modern entrance was disappointing. We felt it looked uninviting. The text above the entrance looked a bit uncared for. There were a group of bus drivers in high vis jackets gathered beside the entrance, which looked a bit like a picket line! Walking round to the side of the museum there is planted raised bed and museum poster which look more inviting."

Generally the feedback from the six visits were positive, and covered a wide range of subjects across 85 questions. From such a small sample, it is difficult to identify trends, but the comments included below reflect the majority of responses in each category:

- Regarding pre-visit phone calls "Staff were friendly and were able to answer my questions in a timely manner (they didn't need to check them)."
- On the website: "Easy to navigate and find information quickly. Good links for travel options, including public transport. The website was a good shop window for the museum and would encourage you to visit. Lots of information that could be downloaded about things at the museum and also in the local area."
- On Social Media: "The Facebook page had all the information you need to plan a visit to the museum and all the events are laid out nicely. There was a good mix of information to pictures that made the museum seem very accessible and fun to visit for families."
- On wayfinding: "Good fingerpost signage in the town centre"
- On the sense of welcome: "Staff were extremely welcoming on our arrival"
- On the audio guide: "A free audio guide was offered and taken up. We were told to look for symbols on the exhibits and that there were separate ones for children's commentaries. We listened to both and thought they were well done. We liked the use of experts, clear recording and some thought provoking material. We would have appreciated basic instruction in how to use the audio guide, although we did work this out for ourselves."

- On the museum shop: “One of the best ranges of items for children that we have seen in a museum shop. Lots of different, colourful items around £2- £3. Well displayed at the right height. Good selection of books, cards and postcards.”
- 2.7 An important set of recent acquisitions for the Museum collections has been a donation of material relating to Samuel Gurney Cresswell, the Arctic explorer. The Museum has received a ceremonial sword, cabinet, scroll and epaulettes presented to Cresswell by the people of Kings Lynn in 1853. These items have been taken to Norwich for assessment by the NMS Conservation team for future display.

### **3. Friends of King's Lynn Museums**

- 3.1 The Friends are continuing to offer a varied programme for members including a newsletter, trips and an annual lecture. Other Friends benefits include free admission to the Museum and to the afternoon talks programme. The Friends have continued to support the exhibition programme of the Museum and have kindly paid for a protective Perspex lid to allow the display of the large Monement family dolls house in the Little Lives exhibition.
- 3.2 The Friends of the Museum held their annual AGM on the 10 October and received reports about the work of the Museum, and the organisation’s finances and activities. Officers and committee were elected.
- 3.3 The Friends are continuing to fund a programme of fine art conservation, most recently the cockerel drawing for the Art of the Mart exhibition and support for the conservation of the portraits of John and Elizabeth Langley.
- 3.4 A Junior Friends of Kings Lynn Museum scheme continues to be offered to encourage more young people to be involved.

### **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, NMS continues to lead on the delivery of the project Activity Plan.
- 4.3 NMS is continuing to host the Stories of Lynn Learning & Engagement Officer, who works closely with colleagues from the Borough Council and the Norfolk Record Office. Dayna Woolbright, Assistant Curator for Lynn Museum continues to support curatorial aspects of Stories of Lynn, such

as display snagging, the production of the town App to guide people around the history of King's Lynn, and work on the Town Hall's collections storage facility.

- 4.4 Assistant Curator, Dayna Woolbright has helped with the production of an exhibition at Stories of Lynn featuring a film about the Lynn Mart organised by Ruth Farnan, Stories of Lynn Activities and Engagement Officer.
- 4.5 Partnership working with the Borough Council continues and the museum has again been asked to organise a town wide event during the summer. Sunday 23 July will see the return of the popular Second World War themed event *Forties Lynn: Life on the Home Front*. Heritage Open Day in September is another opportunity for Lynn Museum to participate in a town-wide celebration of local heritage.
- 4.6 The delivery of NMS services in King's Lynn & West Norfolk continues to operate under the terms of the 2016-17 Service Level Agreement 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.
- 4.7 On behalf of the Kings Lynn and West Norfolk Borough Council, museum staff have worked on a successful bid to the Heritage Lottery Fund for improving the interpretation and display of the town's South Gate, a grade one listed building and scheduled ancient monument. Preliminary research work on the project has started.
- 4.8 The Lynn Museum will be opening once more on Sundays from 12pm until 4pm for the 2017 season running from April until September, made possible by financial support from the Borough Council. A Sunday joint ticket will be available for visitors to Stories of Lynn to also explore both the Custom House exhibition and the Lynn Museum.
- 4.9 The Museum is planning to work with the organisers of the King's Lynn Festival again in 2017 to provide the Museum as a venue for pop-up recitals and educational events.
- 4.10 Through social media the Museum team has made contact with the 'Digital Pilgrim' project, supported by the Paul Mellon Foundation and in conjunction with University of Cambridge and the British Museum. As a result of working with researchers at Digital Pilgrim, the team plan to improve interpretation of the Lynn Museum's important collection of lead pilgrim badges for the public benefit.
- 4.11 Recently, Storm Doris caused travel chaos resulting in the visit to the Lynn Museum from a young man who is a student of the TITAN scheme. His bus had been cancelled and he needed assistance. The King's Lynn team were able to make arrangements with TITAN to get him a taxi home and he had a guided tour of the museum while he waited. Lynn Museum

remains a TITAN safe haven, supporting individuals with complex needs to travel independently. The message that the Lynn Museum team received from the boy's mum revealed how vitally important the scheme is in assisting independent travel for these students, especially when things do not go quite to plan.

## 5 Learning & Outreach

5.1 During 2016-2017, the Lynn Museum is hosting a 12 month Teaching Museum traineeship provided through the NMS *Teaching Museum* programme, funded by Arts Council England as part of the 2015-18 Major Partner Museum ACE business plan. Imogen Clarke is our trainee this year, one of seven hosted by the Museums Service as a whole. Amongst a range of other activities, she helps coordinate the trails programme, assists with the coffee cake and collections mornings, supervise collections volunteers, contributes to social media work and schedules displays in the museum reception area. Assessment days for our Trainee for 2017-2018 took place on 22 and 23 February 2017, with the new trainee expected to start work at Lynn Museum in mid-April 2017.

5.2 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. The Seahenge and early history displays and themes are proving popular with schools and school numbers are up on last year's total. New boxes of handling artefacts are being created for use with schools including a new prehistoric box used by our Learning Officer, Melissa Hawker, and freelance educators to help children investigate local history and archaeology.

5.3 The schools bookings for Lynn Museum show the continued popularity of the toys programme, an upsurge in interest from schools in sessions on local individuals such as Captain Vancouver and Frederick Savage, and an interest in flooding as a topic in environmental education.

5.4 Recent partnership work with Stories of Lynn at the Town Hall has included a joint session for schools looking at the town's Victorian fairground heritage.

5.5 The Learning Officer has been training and mentoring the Museum Learning Assistant team at Lynn Museum in delivering sessions for schools and the Museum Learning Assistants are now undertaking at least one session per school visit. A recent example is work with a group to achieve the 'Discover' level of Arts Award.

5.6 The Learning Officer has recently met with an enthusiastic group of teachers at Lynn Museum using an object based learning session. This has helped show the enormous potential of learning with objects in museums for their pupils.

## **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

Head of Operations & Learning

Norfolk Museums Service

Shirehall, Norwich

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

**1<sup>st</sup> March 2017**

**TRUE'S YARD FISHERFOLK MUSEUM REPORT**

**Report by Museum Manager**

**1. Temporary exhibitions and events at True's Yard Fisherfolk Museum**

1.1 This year the Museum has hosted 6 main exhibitions and 6 Children's exhibitions. The *Royal King's Lynn* exhibition ran until 1<sup>st</sup> July. This date marked the start of the centenary of the Battle of the Somme and to commemorate this we held *Those who Served*- a photographic exhibition with images from WW1. Our Children's exhibition were on a variety of subjects from the Norman Conquest to the History of Fashion.

1.2 The major temporary exhibition for 2016 was *Royal King's Lynn*. For 2017 the major exhibition will be The People's Story which will be an exhibition focusing on our Oral History recordings and is part of our HLF Project "Opening up a House of History".

1.3 The next exhibition will be *North End Streets Through Time!* Which will focus on the changes to the built environment of the North End. This will run for two months to be replaced by Historic Crimes.

1.4 Our Spring True's Talks began on 2<sup>nd</sup> February on Thursday afternoons. Subjects include Poverty and the Workhouse, The Fight for Lynn's Historic buildings and The Red Mount Chapel.

1.5 True's Yard once again took part in Heritage Open Day and welcomed 760 visitors during the day.

**2. Other Museum Developments**

**2.1 Heritage Lottery Grant Funding.**

As noted at the previous meeting True's Yard was awarded a Heritage Lottery Fund grant of £56,500 in 2015 for our Opening up a House of History project. As of October 2016 we were half way through the project and there have been several major changes. The Research Centre has been upgraded. Accessibility was a key concern and the layout of the Research Centre has been changed to improve this. Community engagement is being strengthened through our Oral History Project. Our first training day was oversubscribed and others will be held later in the year. Now the project has moved onto ensuring the collection is properly stored and conserved.

## 2.2 True's Yard Silver Jubilee Appeal

Launched on 15<sup>th</sup> September 2015 the purpose of the Silver Jubilee Appeal is to consolidate what has been achieved over the last 25 years, develop key educational projects for schools and maintain True's Yard for future generations. The target was £100,000 and to achieve this Vice Presidents were recruited and an Appeal Committee was formed responsible for organising a series of fundraising events through 2015/16. We are set to reach our target and have already began some of the major repairs to the building and boat.

### **Events held**

- Supper and auction on 9<sup>th</sup> October 2015 in Hanse House jointly with the King's Lynn Worfolk Boat Trust.
- 6 Museum receptions for potential donors.
- A Chinese New Year event with the West Norfolk Chinese Association hosted by the Mayor at KLTH on 31<sup>st</sup> January 2016
- 3<sup>rd</sup> Pat Midgley Memorial Lecture on 31<sup>st</sup> March 2016 in St Nicholas Chapel. Talk on Battle of the Somme.
- West Norfolk Jubilee Youth Orchestra concert at Methodist Chapel (London Road) on 17<sup>th</sup> April 2016
- Team for the GEAR on 1<sup>st</sup> May 2016
- Paul's Pubs: A Historic Town Tour on 8<sup>th</sup> July.
- Garden/ House Parties
  - a) Bill Irwin at South Wootton 5<sup>th</sup> June
  - b) Canon Robert Fayers in Pilot Street on 14<sup>th</sup> July
  - c) Clifton House in Queen Street on 5<sup>th</sup> August (Dr Simon Thurley (VP)and Anna Keay
- Songs from the Sea Songs- Gareth Calway and The Fried Pirates on 2<sup>nd</sup> September.
- Carol Concert at St Nicholas Chapel

Still to come

- Silver Jubilee Supper at the Hanse House on 31<sup>st</sup> March to celebrate the 26<sup>th</sup> anniversary of the opening of the Museum.
- Reception for local Businesses.

3.

### **Friends of True's Yard**

3.1 The Friends of True's Yard continue to fundraise throughout the year. Their contribution to the Silver Jubilee Appeal was a Soup Feast 12<sup>th</sup> March at the Museum. They have also donated £1,000 to the refurbishment of the Museum's Gift Shop.

## 4. Partnerships

### 4.1 Churches Conservation Trust and the Friends of St Nicholas Chapel

The Chapel has been reopened for nearly two years and still has a partnership with True's Yard. We are currently working on joint children's activity days and a summer

fete to celebrate Sea Sunday and North End Day next year.

#### **4.2 Hanse 2017**

True's Yard plays a role in an informal partnership called History & Archaeology Symposium (HAS) alongside Marriott's Warehouse Trust, The Town Guides and the King's Lynn Hanseatic Club. During the May 2016 Hanse Festival. HAS organised the History and Archaeology Symposium at Marriott's Warehouse and a concert at All Saints. We are currently looking to 2017 and are in communication with the Boston Hanse Committee. We are looking to host an art project called "Fishers of Men".

#### **4.3 Heritage Learning Forum**

True's Yard is now a part of a Heritage Forum with representatives from Vancouver Quarter, King's Lynn Town Guides, Southgates and Red Mount Chapel volunteers; Community Action Norfolk; Lynn Festival; King's Lynn Library; Marriott's Warehouse; Time Credits, Lynn Museum; Voluntary Norfolk; Tourism Support Officer; Stories of Lynn; Townscape Heritage Initiative; COWA; Volunteering Matters and St Nicholas' Chapel. This group meets quarterly to discuss various aspects of heritage organisations such as volunteers, school visits etc.

### **5. Learning and Outreach**

5.1 School visit numbers remain steady and we able to organise visits to schools for those unable to afford the cost of transport. Our loan boxes are proving popular and we've had some successful children's activity days this year, which we run on a regular basis. We also have run children's events in partnership with the West Norfolk Archaeological Society and St Nicholas Chapel.

### **6. Visitor Numbers**

2015-2016 11,517. The figures for 2016/17 will be calculated for my next report.

### **7. Resource Implications**

Finance- HLF funding, Silver Jubilee Appeal.

Property- Recently surveyed with a view to essential repairs.

Staff- No changes.

### **8. Recommendations**

That the Area Museums Committee notes the report.

Originator of report:

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**Item:**

**Committee:** King's Lynn & West Norfolk Area museums Committee

**Date:** 13<sup>th</sup> March 2017

**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 since September 2016. Key tourism marketing has continued, with production of the full range of printed guides for 2017 whilst also continuing to focus more attention on digital activity, especially the new Visit West Norfolk mobile app.

**2 Printed marketing**

**2.1 2017 West Norfolk Holiday Guide**

The 2017 West Norfolk Holiday Guide was published in early January to the same format as the 2016 edition but with a slightly reduced print run of 60,000 copies.

**2.2 2017 Where to Go & What to Do**

The 2017 edition was published in early February. For the first time in many years the print run was increased to 220,000 copies to allow for additional quantities to be distributed through the main distribution agencies used.

**2.3 Discover King's Lynn**

The 2017 edition was published in mid-February. The expanded format of the 2016 Discover King's Lynn was continued. The print run was increased to 160,000 copies again allowing for larger quantities to be distributed.

**2.4 Hunstanton mini guide and Downham Market mini guide**

Work on 2017 editions is underway. 50,000 copies of the Hunstanton mini guide will be printed and a slightly increased quantity of 17,000 copies of the Downham Market mini guide will be printed.

**2.5 Other publications**

Again the Borough Council is supporting the King's Lynn Town Guides by arranging print and distribution of the 2017 King's Lynn Guided Walks programme.

**3 Digital marketing**

**3.1 [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com)**

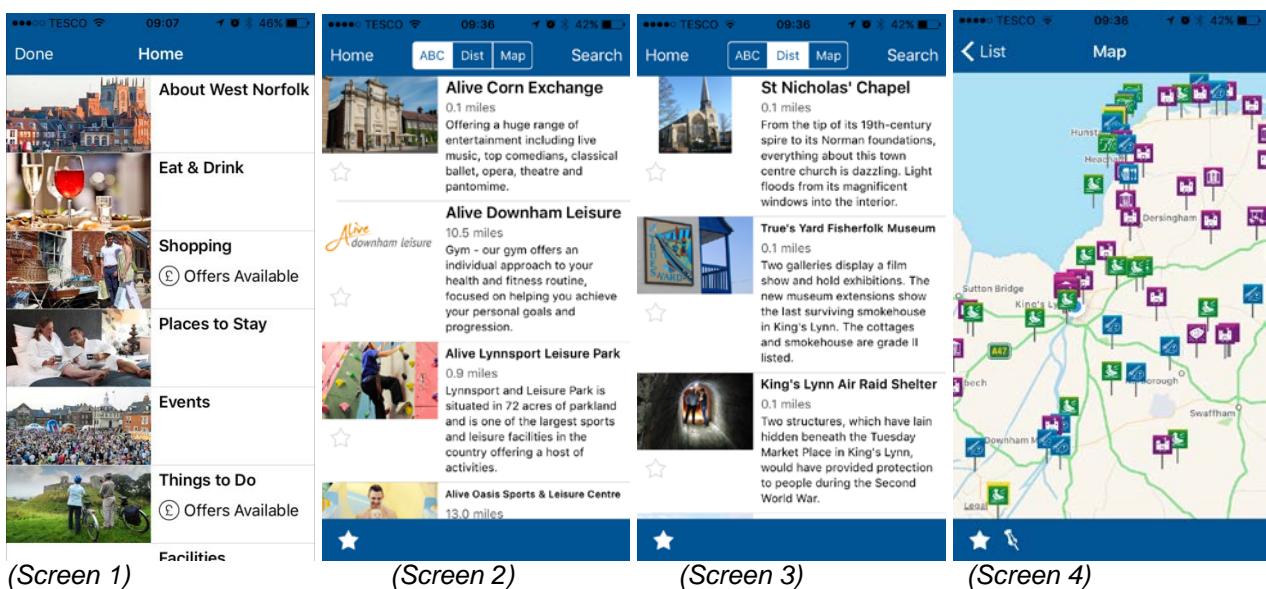
During the winter period, work has continued to update content on the website, with regularly changing front page items. A marketing campaign to attract new and additional users to the website is taking place over the pre – Easter period.

**3.2 West Norfolk mobile phone App**

3.2.1 Following the first release of the IOS version of the Visit West Norfolk App in August 2016, the first Android version was released in November.

3.2.2 The App provides a mobile responsive directory guide to, Things to do; Events; Places to eat and local food producers; shopping; places to stay; and local services throughout

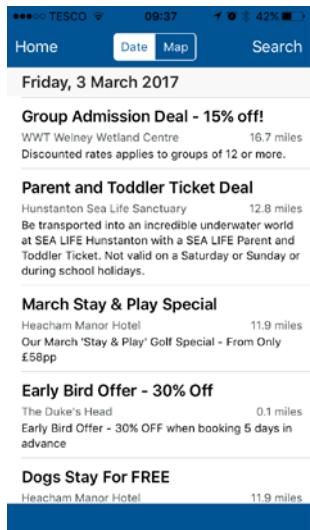
West Norfolk. (see screen 1). People can search within a wide range of categories for specific facilities or venues on an alphabetical basis (screen 2), nearest to their current location (screen 3), nearest to a particular town from a drop down list or nearest to a specific location which they can set from positioning a pin. Results can be seen in list or map view (screen 4). The app currently includes around 360 individual business or location venues.



- 3.2.3 Over winter more work has taken place on developing the offers section and push messaging functions, which alerts users to offers when they are near a venue. Offers are highlighted in the offers section which will show offers for any particular day (screen 5), as well as the relevant themed sections.
  - 3.2.4 Further development continues, with work now taking place to enable vouchers for offers to be produced from the App.
  - 3.2.5 A mixed media campaign of radio advertising and social media is being planned to increase awareness of the App. This is initially focused on the pre-Easter period and targeted at people in the area within and close to West Norfolk. All participating businesses and venues have been provided with window stickers and flyers to promote the App and encourage people to download it.

### 3.3 Events

In 2016, just under 1,600 events were promoted on the Visit West Norfolk website with around 38,000 views of individual events. We need to encourage more tourism businesses to use the event database not only to promote their own events, but also for business to use it as a resource to promote upcoming events in their locality which may of interest to their customers. This will help cross promotion and overall awareness of events. Starting from February, all local businesses and organisations on the tourism business database now receive an e-shot every two weeks, highlighting key forthcoming events but also encouraging businesses to refer to the main website list.



(screen 5)

### **3.4 Consumer e-shots**

The programme of regular e-shots to prospective visitors will be repeated in 2017, the focus of each e-shot being to promote a set of 4-5 events and attractions or activities which could form the basis of a 2-3 night break. Each e-shot is themed and tailored to certain types of visitor.

## **4 Planned activity**

4.1 Through the West Norfolk Tourism Forum the 2 year action plan linked to the Destination Management Plan has been updated and rolled forward as a 2017 and 2018 plan.

4.2 Key actions highlighted in addition to all the ongoing work include:

4.2.1 Development of up to 3 themed trails, particularly focused on encouraging visitors to explore more to the rural areas of West Norfolk and particularly featuring the area's heritage and natural environment product. Web and mobile App technology would be used to link a series of themed locations and sites, accompanied by information on local businesses and services encouraging people to follow a suggested trail or create their own trails whilst also using local services and facilities.

4.2.2 Development of suggested itineraries specifically designed for and targeted at group visits and group travel organisers.

4.2.3 Development of a 'Top 10' promotion of the destinations leading heritage attractions and sites through the development of a visually striking and dynamic mini web site. The mini site would be linked to the main Visit West Norfolk site for more detailed visitor information.

## **5 Other developments**

### **5.1 St Georges Guildhall Complex.**

5.1.1 The Borough Council have been working with a broad range of partners on development plans for the Guildhall complex. Key features would include the provision of high quality exhibition space suitable for national exhibitions in the Fermoy Gallery, the development of a facility for training in Heritage & Conservation Skills in the Shakespeare Barn and the comprehensive refurbishment of the Guildhall itself as performance and events facility including fixed seating and flat floor space provision.

5.1.2 A funding application of £2.7 million to The Heritage Lottery Fund was submitted in December 2016 and an application for a £500,000 grant from the Arts Council of England is being submitted in early March. Other partners include Alive Leisure and the Norfolk Museums Service. The partnership approach includes working with National Portfolio Organisations such as Creative Arts East and the Norfolk Museums Service on future programming and exhibition development. If funding is secured, the target completion date for the project is spring 2019.

### **5.2 Stories of Lynn mobile App**

The Stories of Lynn mobile App, provides interactive audio and visual guides to the new Stories of Lynn exhibition as well as a guide to exploring heritage sites throughout the

town. Following an extensive programme of testing the development, work is near completion and the App should be released for people to use in the very near future.

**5.3 Partnerships**

- 5.3.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East Anglia to promote the county and wider area. The Borough Council has also continued to work with Visit North Norfolk Coast and Countryside which promotes the entire north Norfolk coastal area.
- 5.3.2 We continue to work with new partners including the National Coastal Tourism Academy which secured funding to develop a visitor passport scheme to the coast of East England between Harwich and Hull. We also continue to work with Norfolk County Council's Environment Team on project proposals such as the Coastal Treasures project which seeks Coastal Community Team funding.

**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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