

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



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

## **Agenda**

Monday, 4th December, 2017  
at 2.15 pm

in the

**Council Chamber  
Town Hall  
Saturday Market Place  
King's Lynn**





King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX  
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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, 4TH  
DECEMBER, 2017**

**VENUE: COUNCIL CHAMBER, TOWN HALL, SATURDAY  
MARKET PLACE, KING'S LYNN PE30 5DQ**

**TIME: 2.15 pm**

**1. APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

**2. MINUTES (Pages 5 - 7)**

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. **UPDATE ON LEARNING ACTIVITIES - M HAWKER, LEARNING OFFICER**
6. **REPORT OF THE HEAD OF OPERATIONS AND LEARNING** (Pages 8 - 16)  
To consider the King's Lynn Museum Report.
7. **BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK REPORT**  
(Pages 17 - 19)
8. **TRUE'S YARD MUSEUM REPORT** (Pages 20 - 23)
9. **DATE OF NEXT MEETING**  
To note the date of the next meeting will be held on 19 March 2018, 2.15 pm.

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

Councillors A Bubb, Collis, M Chenery of Horsburgh, H Humphrey,  
Mrs E Nockolds, T Smith, A Tyler, Mrs A Wright and Mrs S Young

**Ex-Officio Non-Voting Members**

Chairman, Joint Museums Committee – Councillor J Ward  
Vice-Chairman, Joint Museums Committee – Councillor D Buck

**Co-opted Non-Voting Members**

Friends of King's Lynn Museum: Chairman – Susan Thomson  
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 P Eke, Tourism Support Officer, Borough Council of King's Lynn and  
West Norfolk

For Further information, please contact:

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**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, 9th October, 2017 at 2.15 pm in the Lynn Museum, Market Street, King's Lynn, PE30 1NL**

**PRESENT:** Councillor Mrs E Nockolds (Chairman)  
Councillors T Bubb, M Chenery of Horsbrugh, H Humphrey (Vice-Chairman),  
T Smith, A Tyler, Mrs A Wright and Mrs S Young

Councillor J Ward, Chairman of the Joint Museums Committee  
Mr K Leonard, Treasurer - Friends of Lynn Museum

**Officers:** S Bellotti, O Bone, R Hanley, H Jackson – Norfolk Museums Service

**1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from County Councillor D Collis and Susan Thompson.

**2 MINUTES**

The Minutes of the meeting held on 24 July 2017 were agreed as a correct record.

**3 MATTERS ARISING**

There were no matters arising.

**4 DECLARATIONS OF INTEREST**

There were no declarations of interest.

**5 REPORT OF THE HEAD OF OPERATIONS AND LEARNING**

The Committee received the report from the Head of Operations and Learning which provided information on King's Lynn Museum activities for the period from July to September 2017, circulated with the Agenda.

R Hanley, H Jackson, O Bone and S Bellotti presented the report.

The above officers responded to questions relating to:

- Two recently restored pictures/Baines paintings currently stored at Aickman's Yard and creation of space to display at Lynn Museum to enable the general public to view.

- Museum programme/exhibitions regularly used items stored at Aickman's Yard.
- Lending items/collections to other Museums.
- Shoes exhibition – attracted a significant number of visitors.
- Displays regularly rotated in order to incorporate new acquisitions.
- Potential of Guildhall to accommodate future exhibitions.
- Baines Paintings – suggestion made to produce a limited edition calendar for fund raising purposes.
- Opportunities to create temporary exhibitions – example given of the shoes.
- Potential development opportunities at the Town Hall
- Lynn Museum able to apply to loan objects/collections from national museums.
- Group of trainees met on a regular basis to exchange ideas/support each other to develop ideas.
- Programme group met on a quarterly basis to oversee and deliver current and future programmes/exhibitions to link in with local theme events.
- Local event/town wide activity to welcome recent acquisition of Thomas Baines painting back to King's Lynn.
- School visits/programme (funding available for transportation of pupils to visit museums).
- Outreach work - mobile exhibitions visiting community venues, materials loaned to schools
- Marketing campaign – a new History in Your Hands flier had been produced to publicise the museum's events.
- Acquisitions policy.
- Use of Internet to create virtual exhibitions.
- Google Cultural Institute – plans to follow up with an additional new online exhibition on pilgrimage and pilgrim badges.
- Sunday opening 12 pm to 4 pm had received positive uptake which was supported by the Borough Council.
- Visitor numbers/variance/trends across all Norfolk museum sites.
- Local celebration events to link in with national anniversaries, etc.

K Leonard, Treasurer of the Friends of Lynn Museum provided an overview of forthcoming events organised by the Friends. It was noted that the afternoon talks were well attended and attracted approximately 20 attendees. It was noted that the Friends had funds available to continue to support the Lynn Museum. The Friends published a newsletter and Mr Leonard undertook to forward a copy to the Democratic Services Officer for circulation to the Committee.

On behalf of the Committee, the Chairman, Councillor Mrs Nockolds thanked the Friends for their continued support.

H Jackson tabled the visitor figures and it was reported that:

- July 2017 - Numbers were on a par compared with 2016/2017.
- August 2017 – Numbers were on a par compared with 2015/2016.
- September 2017 – Numbers were up on the 2016/2017 reported figures.

The Committee was informed that it was hoped that the continued work to promote and deliver activities as well as the use of social media would generate increased footfall.

#### King's Lynn Museums Report – Supplementary Information

The Head of Operations tabled supplementary information following the comments made at the last meeting.

The Committee considered and discussed the suggestion as set out below:

- (a) Finance.
- (b) Property.
- (c) Staff
- (d) Information Technology.

**RESOLVED:** 1) K Leonard to email the Friends' Newsletter to the Democratic Services Officer ([wendy.vincent@west-norfolk.gov.uk](mailto:wendy.vincent@west-norfolk.gov.uk)) for circulation to the Committee.

2) The supplementary information tabled to be included in future Museum reports.

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

The next meeting of the Committee would be held on Monday 4 December 2017 at 2017 in the Council Chamber, Town Hall, King's Lynn.

The Chairman, Councillor Mrs Nockolds asked that some of the meetings be held at the Lynn Museum.

**The meeting closed at 4.09 pm**



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Robin Hanley on 01603 493663 and we will do our best to help

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

**December 4th 2017**

**KING'S LYNN MUSEUMS REPORT**

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

**This report provides information on King's Lynn  
Museum activities for the period from October 2017  
– November 2017**

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

- 1.1 The current major exhibition at Lynn Museum is *Shoes!* exploring the changes in footwear from the 13<sup>th</sup> century to the present day. The exhibition draws upon the museum's collection of historic footwear with additional items from the Norfolk Museums Service costume and textile collection. The examples on show include both everyday shoes from the past and more elaborate shoes made for special occasions. There are medieval shoes from archaeological excavations in King's Lynn, shoes discovered by builders deliberately concealed in old houses and heirloom shoes passed down through the generations. Also on show are a selection of shoes from recent decades. The Shoes exhibition was opened to the public on 23<sup>rd</sup> June by the Mayor of Kings Lynn and West Norfolk, Cllr Carol Bower, with words of welcome and thanks by Chair of the Kings Lynn and West Norfolk Area Museums Committee, Cllr Elizabeth Nockolds. The exhibition runs until 9<sup>th</sup> June 2018.
- 1.2 The next major exhibition at Lynn Museum to open in summer 2018 will be *Animal ABC*. This exhibition is aimed at families and draws upon collections from, or inspired by, the natural world. *Animal ABC* will be curated in partnership with Dr David Waterhouse, Curator of Natural History for Norfolk Museums Service. Work is underway on selecting objects, assessing items for conservation requirements and work with designers. Items under consideration include a cape made from ostrich feathers, a 17<sup>th</sup> century stumpwork textile featuring animals, a stuffed pair of frogs playing cards, and a walrus skull. Textile items were taken to the NMS conservation team for assessment in October. The object records are being improved with the addition of photographs and extra information.

- 1.3 In the summer of 2020 the Lynn Museum is planning to mark the bicentenary of Thomas Baines birth with an exhibition about the King's Lynn born artist brothers Thomas and Henry Baines, drawing upon the rich range of their paintings which are held in the Museum collections. Henry Baines painted a number of local scenes in the second half of the 19<sup>th</sup> century including buildings that have since been demolished. These paintings form an interesting record of King's Lynn and area as well as having considerable aesthetic value. The following web link takes you to a list of works by Henry Baines in public ownership, mainly at King's Lynn: <https://artuk.org/discover/artists/baines-henry-18231894>
- 1.4 Earlier in the year, the Lynn Museum held a special exhibition of two of the Anglo-Saxon Pentney brooches in the display case in the reception area of the Museum on loan from the Trustees of the British Museum. This proved very popular. Museum staff are in discussion with the British Museum to follow on from this loan, including exploring the possibility of a display of items from the famous Iron Age Snettisham hoard. A detailed risk assessment will be required regarding the fragility of potential loaned material.
- 1.5 NMS Teaching Museum trainee Sam Bellotti has developed a mini exhibition programme for the Lynn Museum reception area display case. Currently the display features colourful advertising boards from the 1950s. Future plans include a display of recent acquisitions and the Baines painting of the cemetery chapels (see below).
- 1.6 A programme of monthly illustrated talks continues to be offered at Lynn Museum on Wednesday afternoons. Attendances at these talks average 15-25 and most talks are delivered by NMS staff. Recent talks have included *Boys and Girls come out to Play* about nursery rhymes and playground songs by Learning Officer Melissa Hawker and *Nelson: A Life in Objects which* followed on from the successful *Nelson & Norfolk* exhibition at Norwich Castle, by NMS Teaching Museum trainee Andy Bowen who discussed the life, death and legacy of Norfolk's famous naval hero.
- 1.7 An enhanced programme of informal family learning events continues to be offered at the Lynn Museum for the school holiday periods. A prehistoric-themed event during October half term received a total of 191 visitors, learning about life in the Stone Age and Bronze Age. A new activity involved making a model of Seahenge in cake using chocolate for the timber circle, nicknamed 'Cakehenge'.
- 1.8 During October half term the Museum also hosted a pop-up science event run by Cosmos from the Cambridge Science Centre with 37 participants.
- 1.9 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. The trails use different themes each time and children completing the trails receive a small prize. During the October half term the Museum offered a Halloween themed trail.

- 1.10 To publicise the museum's events programme and enhance visitor numbers the Museum uses a variety of media including the *History in Your Hands* event flier distributed through local schools and through a number of local attractions and businesses. Facebook and Twitter are also utilised to publicise events as well as press releases to local media. During the school summer holidays and October half term there has been an enhanced publicity campaign supported by the NMS marketing team. This has included petrol forecourt signage and poster sites on buses and has helped to deliver a boost in attendances.
- 1.11 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. Recent themes include 1950s and an event as part of the nationwide fund-raising MacMillan Charity coffee mornings in September.
- 1.12 Assistant Curator Dayna Woolbright led a tour of Lynn Museum for the 41 Club on 14<sup>th</sup> November and for the Lord Lieutenant's group at Stories of Lynn on the 16<sup>th</sup> November, the latter including a close examination of the King John cup.

## **2. Other Museum Developments**

- 2.1 The Lynn Museum's partnership online exhibition with the Google Cultural Institute is '*Blubber, Bone and Baleen*' exploring the history of the whaling industry using collections from Lynn Museum. Staff plan to follow this up with a new online exhibition on pilgrimage and pilgrim badges. The Museum has an important collection of medieval pilgrim souvenirs and these were the subject of a recent study day at Lynn Museum.
- 2.2 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts being maintained by staff. The Lynn Museum accounts continue to grow, with the Twitter account having 2106 followers while the Facebook account has 509 follows. The Museum plans to participate once more in the #MuseumWeek and the new #ScienceWeek events next year.
- 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 continues 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 <http://norfolkmuseumscollections.org> . Another volunteer has been using information from Museum committee reports to compile a 20<sup>th</sup> century history of the museum and useful information about collections for our catalogue. The volunteers have also been scanning posters and other documents relating to the Armistice in November 1918 to support a major exhibition planned at Norwich Castle from October 2018.

- 2.4 Recent staff appointments at Lynn Museum include full-time Front of House Supervisor, Sophie Broomfield, and part-time Museum Learning Assistant, Sade Ojelade.
- 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 stuffed sturgeon and an Iron Age fish-faced bronze wine spout.
- 2.6 With support from the Art Fund, the V&A Purchase Grant Fund, the Friends of the Museum and the Friends of Hardwick Road Cemetery, the Museum has purchased a painting by Henry Baines of the Cemetery Chapels at the Hardwick Road cemetery of about 1870. This interesting view shows the cemetery buildings which no longer exist and is a significant addition to the collection of Baines works. Museum Trainee Sam Bellotti was a courier for the painting and safely brought the picture back to King's Lynn. It is planned to hold an event in association with the museum Friends on Monday 18<sup>th</sup> December 4pm for an official unveiling.
- 2.7 A useful partnership is developing with the photography course at the College of West Anglia where the Museum is able to offer work experience to photography students and the museum benefits from new photography of collections and events.
- 2.8 The Museum has successfully raised the £1,100 needed to purchase a group of 8 silver coins known as sceattas. These coins represent the earliest form of penny and they circulated in England from circa 675 to the middle of the 8<sup>th</sup> century. The group of coins includes a rare runic *Aethiliraed* type. Grant aid comes from the V&A Purchase Grant Fund and the Friends of Kings Lynn Museum.

### **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.

- 3.2 The Friends of the Museum hold regular committee meetings at the Museum and receive reports on the museum activities, upcoming events and requests for supporting museum purchases or conservation.
- 3.3 The Friends AGM took place on the morning of the 9<sup>th</sup> October to elect officers and hear reports on the museum, finances and a change in the constitution to allow for a smaller quorum for AGMs.
- 3.4 A Junior Friends of Kings Lynn Museum scheme continues to be offered to encourage more young people to be involved.
- 3.5 In October the Friends of the Museum marked their 60<sup>th</sup> anniversary and the British Association of Friends of the Museum commented on Twitter: “60 years ... what a milestone. Here’s to the next 60 years!”

#### **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. Recruitment for a new Learning and Engagement Officer has recently taken place following Ruth Farnan’s move to a museum post in London. Rachael Williams is now in post and is already working well with the wider Town Hall team..
- 4.4 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, assistance with exhibitions and work on the Town Hall’s collections storage facility. The current exhibition at Stories of Lynn is a touring exhibition about Olive Edis, photographer. Dayna has most recently supported a Borough Council asset inventory audit of historic collections at the Town Hall, for which the auditor gave a 100% score.
- 4.5 Partnership working with the Borough Council on events continues and NMS organised the Second World War themed event *Forties Lynn: Life on the Home Front* in July and Lynn Museum once more participated in the *Heritage Open Day* in September. The Museum Service is keen to continue this fruitful partnership in 2018.

- 4.6 The delivery of NMS services in King's Lynn & West Norfolk continues to operate under the terms of the 2017-18 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. A project team comprising borough council and museums staff has been meeting monthly to plan and to review progress. A building conservation plan brings together information about the architectural, historical and archaeological significance of the site. The project team is working on detailed display briefs with colleagues in NMS display department. Initial design visuals were used for consultation with visitors to South Gate on the *Heritage Open Day* in September when about 600 people came to the site. Costumed interpreters were on hand to engage visitors about the Siege of Lynn during the English Civil War and this proved popular. Further consultation was carried out with the volunteer team. Lighting and display improvements are planned for the winter and spring with an activities programme to stimulate interest in the 2018 season. The scheme includes a budget for volunteer development and there are plans to support the volunteer team who open up the site and receive visitors on Wednesdays, Saturdays and Sundays through the summer season.
- 4.8 The Lynn Museum has been open 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 was available for visitors to Stories of Lynn to also explore both the Custom House exhibition and the Lynn Museum, with positive uptake.
- 4.9 The Museum will be working with the King's Lynn Festival again in 2018 to follow up three years of successful partnership working. The Lynn Museum works well as a 'pop-up venue' for recitals during the July Festival period.
- 4.10 The Museum has been working in partnership with Norfolk County Council's Children and Adults Social Services by providing free admission cards to the Lynn Museum for care leavers. One hundred cards were delivered to our colleagues at Priory House, King's Lynn for distribution to the young people.
- 4.11 The Museum team is currently working with the 'Digital Pilgrim' project, supported by the Paul Mellon Foundation and in conjunction with the University of Cambridge and the British Museum. The Museum was successful in raising a grant of £1,000 from MUPI (Museums and Universities Partnership Initiative) to cover the costs of a study day in September. The Museum team plans to improve interpretation of the Lynn

Museum's important collection of lead pilgrim badges for the public benefit and develop an informal network in this specialist area and will be reporting back on the project at a conference in Birmingham in February.

## 5 Learning & Outreach

- 5.1 During 2017-2018, the Lynn Museum is once more 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 business plan. Sam Bellotti is our trainee this year, one of seven hosted by the NMS as a whole. Amongst a range of other activities, Sam helps coordinate the trails programme, assists with the coffee cake and collections mornings, supervises collections volunteers, contributes to social media work and schedules displays in the museum reception area.
- 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, Museum Learning Assistants 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 Stone Age and Bronze Age. We continue to offer a flexible programme responding to teachers' needs – this has included developing one-off sessions on American Pioneers and Out of the Attic. We have also run combined events covering two topics for different years within the same school allowing them to make one visit and thus save on the coach costs.
- 5.4 School bookings for this term at Lynn Museum are positive, with confirmed bookings of 480 pupils for the autumn term. We already have bookings for a further 150 in January alone.
- 5.5 Lynn Museum is supporting local uniformed groups, such as Scouts and Brownies, to visit the museum outside normal opening hours as part of their badges. We are exploring creating a badge specific to Lynn Museum to encourage more of these visits. . For example, we welcomed 2<sup>nd</sup> Dersingham Brownie Pack in October. The group leader said: "The brownies enjoyed it very much."
- 5.6 Lynn Museum has also been working the College of West Anglia to welcoming groups learning in the museum space. The English as a Second Language tutor said: We had a really successful trip to the KL museum with my students. One of my students said: I have been in some

Museums before but Kings Lynn Museum is the one that I like the most.”  
We are hoping to continue this relationship.

5.7 Recent partnership work with the Stories of Lynn project at the Town Hall has included a joint session for schools exploring the town’s Victorian fairground heritage. At the end of the summer term this event was run at maximum capacity with 153 pupils visiting in one day. This term we are piloting a joint 1950s event and working on a joint Medieval event.

5.8 The Learning Officer has been training and mentoring the Museum Learning Assistant team at Lynn Museum in delivering sessions for schools.

## **6 Visitor numbers**

6.1 Visitor figures for the period will be circulated at the meeting.

## **7. Resource implications**

### **(a) Finance**

Lynn Museum receives funding to support core operations and activities from Norfolk County Council and through a Service Level Agreement with the Borough Council of King’s Lynn and West Norfolk. A number of activities are financed as part of funding to Norfolk Museums Service from Arts Council England as a Major Partner Museum under the terms of the current 2015-18 Business Plan. Project activities are funded from a range of external sources including the Heritage Lottery Fund. The source of these funds are detailed within the report. The above report includes no additional or unfunded financial implications.

### **(b) Property**

Unless specified, the above activities relate to the Lynn Museum, the Town Hall NMS offices and Aickman’s Yard museum stores. The above report includes no additional implications relating to property.

### **(c) Staff**

The team at Lynn Museum are supported by a wider team of colleagues within Norfolk Museums Service, in addition to partnership working with the Borough Council to deliver additional projects and activities. Some current posts are funded by external project funding. The above report includes no additional implications relating to staffing and personnel resources.

### **(d) Information Technology**

Digital operations at Lynn Museum are supported by Norfolk County Council’s IMT department. Social media is delivered by the Lynn Museum team. The above report includes no additional implications relating to Information Technology.

## **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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**Committee:** King's Lynn & West Norfolk Area Museums Committee  
**Date:** December 4<sup>th</sup> 2017  
**Report from:** Tourism Officer, 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 from summer to December 2017. Key tourism marketing 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.

Tim Humphreys left his Tourism Manager post in late August 2017 and the general day-to-day activities, as well as the primary focus on printed publication production during the autumn/winter period of 2017/18, has been overseen by existing Tourism officer Phil Eke since that time.

## 2 Printed marketing

### 2.1 2017 West Norfolk Holiday Guide

The final copies of the 2017 West Norfolk Holiday Guide shall be available through the TICs in December before the production and distribution of the 2018 edition (reduced to 25,000 copies for next year) happens in mid-January. The design of this new edition started in October, with final proofing expected before Christmas.

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

The majority of the 2017 edition (with an increased print-run of 220,000 copies) has now been distributed through the main distribution agencies used, with some copies still available in our local TICs until February next year. The in-house graphic design of this coming year's edition is to start in December 2017.

### 2.3 Discover King's Lynn

The 2018 edition is set to be published in mid-February 2018. 96% of the increased print run of 160,000 has now been distributed for this year's edition.

### 2.4 Hunstanton mini guide and Downham Market mini guide

50,000 copies of the Hunstanton mini guide and a slightly increased quantity of 17,000 copies of the Downham Market mini guide were printed in the Spring of 2017. Likewise, the 2018 edition will be printed and released in Spring 2018.

### 2.5 Other publications

The Borough Council again supported the King's Lynn Town Guides by arranging the print and distribution of the 2017 King's Lynn Guided Walks programme up until the end of the walks programme. There is no indication that this support will stop in 2018, thus next year's publication will be produced and distributed by April 2018.

## 3 Digital marketing

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

During the Summer to Autumn 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 took place over the pre-Easter period, and there is

an allocated budget for a post-Christmas marketing campaign for the website too. Since the departure of Tim Humphreys in August 2017, the Tourism Officer has needed to focus his attention to the printed publications that are always designed from September-February each financial year. It is acknowledged that, once the “Holiday Guide” and “Where to Go...” publications are fully through the proofing stage, the tourism officer would then go back to focussing a lot more on the department’s online platforms.

### 3.2 West Norfolk mobile phone app

3.2.1 The app (which 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) has seen a lot of improvement to its coding by the app designers from New Vision over the Summer-Autumn period of this year. The app should now be more stable, more compatible with the latest updated operating systems, and quicker in its functionality across both major platforms. A note from the designers;

*“We have rolled out a new version of the iPhone app. This app uses shared code for Android and iPhone which means that it will be easier to keep the two versions in line. The Android version was released some time ago. The new iPhone app is compatible with the latest version of the operating system. As part of this rollout we have made a number of small improvements “*

3.2.2 The list of retail ‘Offers’ available on the app is not populated at the moment, though it is foreseen that the Tourism officer will be able to focus his time on populating this list ahead of the Christmas sales and the usual seasonal food offers, once the production of the Holiday Guide progresses. If any members of the Area Museums Committee can think of any organisations/businesses that are running seasonal offers for visitors to the area, then please do get in touch with the Tourism department.

3.2.3. Users have downloaded the app a total of 3,348 times across both platforms from the start of the year up until the end of October 2017.

### 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. Up until November 21<sup>st</sup> 2017, this year has seen 1,695 events promoted on the website/app, with 44,208 views already (up until the end of October), so there will have been a large increase in event listing views by the end of this calendar year in comparison to previous years.

It is great to see a lot more Christmas-oriented events being uploaded to the listings this year (the Event entries inputting is mostly overseen by part-time Tourism Department support officer Bob Price, who currently works in the department three days a week (and up until April 2018) as well-needed support in Tim Humphrey’s absence.

As always though, 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 be of interest to their customers.

## 4 **Planned activity**

4.1 As mentioned in a previous Area Museums Committee meeting, and just to confirm, the 2-year action plan linked to the Destination Management Plan was updated and rolled forward as a 2017 and 2018 plan, through consultations with the West Norfolk Tourism Forum.

- 4.2 A key action highlighted in addition to all the ongoing Tourism work is the development of two themed trails, focussed 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 is to 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.

This project is currently called "West Norfolk Explorer: Tourism Trails", and we are pleased to announce that Tim Humphrey's original funding application was successful, with the LEADER Programme announcing in September 2017 that it is to award the funding for this project (and the associated 18-month fixed-term Project Officer post to help manage the project). The project is thought to complement and launch alongside the opening of the planned extension of the Coastal Path link between King's Lynn and Hunstanton next year.

## **5 Other developments**

### **5.1 Stories of Lynn mobile App**

The Stories of Lynn mobile App, which 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, has now been released for visitors to use. A new Communications Officer has also been appointed by the Borough Council for the Town Hall complex and Stories of Lynn venue in recent weeks; Rachel Murphy.

### **5.2 Partnerships**

- 5.2.1 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.

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

**4<sup>th</sup> December 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 subjects included the photographs of James Tuck, Historic Crimes and to celebrate the 50<sup>th</sup> Anniversary of the West Norfolk and King's Lynn Archaeological Society *Archaeology in the Newland*. Our Children's exhibition were on a variety of subjects from *Boudica to the History of Toys*.

1.2 The major temporary exhibition for 2017 was The People's Story which focused on our Oral History recordings and was part of our HLF Project "Opening up a House of History".

1.3 The next exhibition will be *Frederick Savage: The Mart and Beyond!* Which will focus on Savage's St Nicholas Engineering works and display Savage's technical drawings recently donated to the Museum. This will run for two months to be replaced by *Practical Pets* which will run 2<sup>nd</sup> March- 3<sup>rd</sup> May 2018 and focuses on the working animals of the North End.

1.4 Our Spring True's Talks began on 1<sup>st</sup> February on Thursday afternoons. Subjects include Georgian merchants, Grisly Deaths on Tuesday Market Place and Thomas Paine.

1.5 True's Yard once again took part in Heritage Open Day and welcomed 808 visitors during the day which is more than last year.

**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. The Project was due to end October 2017 but we applied for an extension as we have discovered so many items to accession. The major work of the project is complete, the Research Centre has been upgraded and the layout of the Research Centre has been changed to improve accessibility. Community engagement has been strengthened through our Oral History Project. Our first training day was oversubscribed and our Medieval Encounter workshop was incredibly popular. The project will now end February 2018.

## 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 achieved our target and the money is to be spent solely on repairs and educational projects. Progress has already been made with the building repairs. The children's book is at the printers and the gallery refreshes are underway.

### Events held

<b>When</b>	<b>What</b>
1 <sup>st</sup> February	Senior Open Day
30 <sup>th</sup> March	Pat Midgley Memorial Lecture
1 <sup>st</sup> - 3 <sup>rd</sup> June	Local History Day (3 <sup>rd</sup> June). Workshop and Live History Performance on 1 <sup>st</sup> June.
21 <sup>st</sup> June	Silver Jubilee Dinner
23 <sup>rd</sup> June	Newland Historic Pubs Trail Launch
8 -9 <sup>th</sup> July	Sea Funday
August	LEGO LYNN
4 <sup>th</sup> -13 <sup>th</sup> August	Wash Week Lecture +Film
10 <sup>th</sup> September	Heritage Open Day
21 <sup>st</sup> September	TYSJ Donors Day
28 <sup>th</sup> September	Start of True's Talks Autumn Series
27 <sup>th</sup> Oct	Ghost Walk
7 <sup>th</sup> December	St Nicholas Carol Concert

3.

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

3.1 The Friends of True's Yard continue to support the Museum and fundraise throughout the year.

## 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 held joint children's activity days and a summer fete to celebrate

Sea Sunday and St Nicholas' Day.

#### 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 2018 and are playing a key role with a children's Hanse Day event Pirates vs Knights and also putting on a play about Margery Kempe.

#### 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 are steady but could be better. We took part in Heritage Schools Day funded by Historic England. Hopefully this will encourage more schools to visit. Our loan boxes are still proving popular and we have produced brand new study packs for schools on a variety of historical subjects. We've had some successful children's activity days this year, the best so far being our Halloween family fun in partnership with St Nicholas Chapel. Pairing up meant we could pool our advertising resources for further coverage and we tripled our numbers attending per event from 8\* to 32. We are planning another joint event for Christmas and hope for even better numbers.

\*Figure taken from event with the smallest audience which was True's Tots February half term. Parking was the key issue which impacted that event.

### 6. Visitor Numbers

2015-2016 11,517. The figures for 2016/17 until 21/11/17 are 9,110 so we are on target for our 12,000 goal.

### 7. Resource Implications

Finance- HLF funding, Silver Jubilee Appeal.

Property- Recently surveyed with a view to essential repairs.

Staff- Three temporary cataloguers have been hired to complete the HLF Project.

Project Officer Michelle Andrews completed her contract and now works for SPAB.

## **8. Recommendations**

That the Area Museums Committee notes the report.

Originator of report:

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