

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



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

## **Agenda**

**Monday, 3rd December, 2018  
at 2.15 pm**

in the

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





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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, 3RD  
DECEMBER, 2018**

**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. **REPORT OF THE ASSISTANT HEAD OF MUSEUMS** (Pages 8 - 19)

To consider the King's Lynn Museum Report.

6. **REPORT OF THE BOROUGH COUNCIL** (Pages 20 - 23)

7. **REPORT FROM TRUE'S YARD MUSEUM** (Pages 24 - 27)

8. **DATE OF NEXT MEETING**

To note the date of the next meeting is 4 March 2019, 2.15 pm in the Council Chamber, Town Hall, King's Lynn.

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

Councillors A Bubb, Collis, M Chenery of Horsbrugh, H Humphrey,  
Mrs E Nockolds, T Smith, A Tyler, J Westrop 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 Thompson  
True's Yard Fishing Heritage Museum: Museum Manager Ms L Bavin

**Officers**

Mr T Shaw, Norfolk County Council  
Dr R Hanley, Assistant Head of Museums  
Ms H Jackson, Operations Manager – West  
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, 3rd September, 2018 at 2.15 pm in the Lynn Museum, Market Street, King's Lynn**

**PRESENT:** Councillor Mrs E Nockolds (Chairman)  
Councillors A Bubb, M Chenery of Horsburgh, H Humphrey (Vice-Chairman),  
Mrs E Nockolds, T Smith and A Tyler  
Susan Thompson – Friends of Lynn Museum

**Officers:**

Robin Hanley and Hannah Jackson, Norfolk Museums Service

1 **APOLOGIES**

Apologies for absence were received from Councillor J Westrop, County Councillor J Ward, L Bavin and O Bone.

2 **MINUTES**

The notes of the meeting held on 14 May 2018 were agreed as a correct record.

3 **MATTERS ARISING**

Henry Baines Memorial

In response to a question from the Chairman, Councillor Mrs Nockolds, Susan Thompson reported that she had spoken to A Gifford, but to date no response had been received from the Heritage Lottery Funding.

4 **DECLARATIONS OF INTEREST**

Councillor Chenery declared an interest as a trustee of the Norfolk Records Office Charity.

5 **REPORT OF THE WESTERN AREA MANAGER**

R Hanley, Assistant Head of Museums (Head of Service Delivery) and the Operations Manager – West presented the report which provided information on the King's Lynn Museum activities for the period May 2018 to July 2018.

The visitor numbers were tabled and discussed. The Operations Manager – West advised that the figures had been audited up to 31 July 2018. The Lynn Museum figures had increased by approximately 1,000 visitors for the same period in 2017. The Assistant Head of Museums congratulated the staff at the Lynn Museum for the marketing work which had been undertaken to attract visitors to the Museum and added that some Museum sites had seen around a 15% drop in visitor numbers during July and August as a result of the very hot weather.

The Assistant Head of Museums and the Operations Manager – West responded to questions relating to:

- The current exhibition Animal ABC.
- Security provision for the display cabinet in the reception of Lynn Museum.
- Loan of collections for display at the Lynn Museum.
- The October talks programme. It was noted that Lynn Museum staff had produced a leaflet which was referred to by S Thompson.
- Opportunity for members of the public to see a miniature model steam engine operate in the museum.
- Themed gallery discovery trails.
- Various arrangements for publicising the Museum's events.
- Sunday joint ticket, available to visitors of Stories of Lynn, Custom House exhibition and the Lynn Museum had seen positive uptake.
- Categories of birds named in honour of Gurney.
- Summer programme of activities.
- New programme to encourage under 5's to visit the Museum.
- Work undertaken by volunteers.
- Seahenge - Gallery and educational links to schools, etc.
- Southgate Project.
- Successful partnership working with King's Lynn Festival.
- Coastal Treasures project.
- Variable factors which influenced visitor numbers.
- Vouchers give to school children to encourage repeat visits to the Museum.
- Centralised Purchasing of stock for Museum shops.

In response to a question on working with the Munnings Museum, the Operations Manager – West undertook to ascertain the information and email a response to the Committee.

The Committee received an update from S Thompson, Friends of the Museum as detailed in the report. The Committee was reminded that the annual fundraising lecture organised by the Friends this year would be by Dr Jody Joy, Senior Curator of Archaeology at the Museum of Archaeology and Anthropology, Cambridge who would be speaking about the Snettisham Treasure. Tickets were on sale at the Museum

at £5. It was **AGREED** that S Thompson would send the link to the Friends Newsletter to the Democratic Services Officer for circulation to the Committee.

In response to a question of extending the Sunday offer during the winter months, the Assistant Head of Museums explained that the visitor figures would continue to be monitored but highlighted that the budget and resource required also needed to be considered. However, it was noted that the Tourist Information Office was open on a Sunday from mid-day.

The Chairman, Councillor Mrs Nockolds thanked the Assistant Head of Museums, the Operations Manager – West and the Chairman of the Friends of King's Lynn Museum for their attendance and update reports. The Chairman also thanked the Museums Services for the excellent partnership work which was carried out with the Borough Council,

In response to a question on the Norfolk Museums Service budget, the Assistant Head of Museums undertook to provide an annual summary to the Committee.

## 6 **DATE OF NEXT MEETING**

The next meeting of the King's Lynn and West Norfolk Area Museums Committee will be held on Monday 3 December 2018 at 2.15 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

**The meeting closed at 3.49 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 3rd 2018**

**Item No.**

**KING'S LYNN MUSEUMS REPORT**

**Report by the Assistant Head of Museums**

**This report provides information on King's Lynn  
Museum activities in the period from August to  
October 2018**

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

- 1.1 The current major exhibition at Lynn Museum is *Animal ABC: from Ammonite to Zebra*. The exhibition is primarily aimed at a family audiences and draws upon collections from, or inspired by, the natural world. *Animal ABC* is curated in partnership with Dr David Waterhouse, Curator of Natural History for Norfolk Museums Service. The exhibition was opened on 29 June by Deputy Mayor Cllr Geoff Hipperson, with a welcome by the Chairman of the Area Museums Committee, Cllr Elizabeth Nockolds. Preparation of objects for display and installation of artefacts was undertaken by NMS conservators and 3D design of the show was by Jon Maxwell, NMS Exhibitions & Design Manager, working closely with the Lynn Museum team. Items exhibited within this multi-disciplinary exhibition include natural history specimens, geology, toys, textile items and ephemera relating to household products. During the preparation for exhibition, object records have been improved with the addition of photographs and supplementary information. *Animal ABC* opened to the public on the 30 June 2018 and visitors have been enjoying the displays and showing their appreciation. In association with the exhibition, the museum team has been working with Maria Wong, the NMS Retail Manager to ensure a good range of animal related items for sale in the museum shop.
- 1.2 The next major exhibition at Lynn Museum will be on the theme of pilgrimage, walking and local heritage. It will connect with - and be part-funded by - projects by our partners in the Norfolk County Council's Environment team on the themes of Green Pilgrimage and Coastal Treasures. The exhibition will draw upon the museum's rich collections relating to West Norfolk including the nationally significant



historic collection of pilgrim badges found in King's Lynn's river Purfleet. These badges include a number of these medieval lead souvenirs from the important shrine at Walsingham.

- 1.3 In the summer of 2020 the Lynn Museum is planning to mark the bicentenary of the birth of Thomas Baines with an exhibition exploring the King's Lynn born artist brothers, Thomas and Henry Baines and drawing upon the significant body of their work in the Museum collections. Henry Baines painted a number of local scenes in the second half of the 19th century, including a number of buildings that have since been demolished. These paintings form an interesting social history record of King's Lynn and the local area as well as having considerable aesthetic value. A list of works by Henry Baines in public ownership, mainly at King's Lynn can be found at: <https://artuk.org/discover/artists/baines-henry-18231894>
- 1.4 In early 2017, the Lynn Museum hosted a special exhibition of two of the Anglo-Saxon Pentney brooches which on loan from the Trustees of the British Museum. The brooches were exhibited in the display case in the reception area of the Museum. This display proved very popular, attracting a significant number of visitors to the museum. An application to request a loan of items from the famous Iron Age Snettisham hoard has now been approved by the British Museum and the museum team is working with the British Museum to provide a Snettisham-themed display from March to August 2019.
- 1.5 The reception area display case remains a useful space in which to create changing displays and to showcase items from store that are not usually on display. The Museum team has explored the theme of the history of whaling in King's Lynn and the Greenland Fishery. The current display draws upon the museum collections on the theme of the Four Seasons. It has been developed by the current cohort of NMS Teaching Museum trainees as part of a 'Display in a Day' training session, which formed part of the Teaching Museum development programme.
- 1.6 The Lynn Museum continues to offer Wednesday afternoon talks using a format of short seasons of themed talks with four in March and four in October. The October talks programme followed the theme of the *Animal ABC* exhibition. The talks included: 3 October - 'Whales, Whaling and Greenland Fishery' by Jon Jackson, 10 October - 'Searching for Birds Named in Honour of J.H Gurney' by Clive Slater, 17 October - 'The Life and Works of Sir Alfred Munnings' by Dayna Woolbright and 24 October - 'Deep History Coast' by Dr David Waterhouse. The talks are normally fully booked. Attendances for talks are normally in the range 25-30.
- 1.7 An enhanced programme of informal family learning events continues to be offered at the Lynn Museum during the school holiday periods.

The August summer holiday programme included themed events each Thursday: 2 August - *Victorians* (23 participants), 9 August - *Archaeology* (56), 16 August - *Romans* (82), 30 August - *Prehistory* (54). During October Half Term a First World War themed event attracted 185 participants. A full programme of events throughout 2019 has now been planned following a team review and planning day in September.

- 1.8 During the school holidays the Lynn Museum continues to offer a popular programme of themed gallery discovery trails, with a new trail developed by the museum team available for each week of the school holidays. The trails use different themes each time and children completing this activity receive a small prize.
- 1.9 On 4 August the Museum welcomed back members of the local Embroiderers Guild for #NationalStitchDay. Visitors enjoyed seeing them at work and the examples of their craft on display.
- 1.10 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 included Seahenge (36 participants), MacMillan (17), Halloween (5).
- 1.11 The team at the Lynn Museum has trialled a Mini-Museum Club aimed at under 5s. This programme ran over 6 weeks from 2 October to 13 November with an average of 10 children participating per session. Following the successful launch, the museum team is reviewing whether to continue in this format or to move to a monthly programme in 2019.
- 1.12 On 6 October, the Lynn Museum staged a Storytelling event with author and storyteller Dave Tonge. This was in association with the launch of his new book *Norfolk Folk Tales for Children*. 34 people participated.
- 1.13 To publicise the museum’s events programme and enhance visitor numbers the Museum uses a variety of media including the 2018 version of 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 used to publicise events as well as press releases to local media. Over the summer in 2018 from 30 July to 20 August a busback advertising campaign was undertaken on 10 buses following last year’s successful campaign. For the first time a campaign using Google Ads has also been tested.

## **2. Other Museum Developments**

- 2.1 The Lynn Museum’s partnership with the Google Cultural Institute currently included the online exhibition *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 the theme of pilgrimage and pilgrim badges, which was the subject of a study day at Lynn Museum in 2017. There will also be a new online exhibition exploring Seahenge, created by our new Coastal Treasures NMS Teaching Museum trainees.

- 2.2 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook accounts being actively used and maintained by staff. The Lynn Museum accounts continue to grow with the Twitter account having 2,415 followers while the Facebook account has 625 follows. The Museum has been sharing images of watercolours of the town by former curator Christopher Thomas Page under the hashtag #WatercolourWednesday and has been running through the alphabet of the current *Animal ABC* exhibition. On Facebook there have been a number of posts using the *History of Kings Lynn in 100 Objects* theme.
- 2.3 A team of collections volunteers continues to meet on a weekly basis in the NMS offices at Queen Street. Volunteers are engaged with a programme of work involving the scanning and cataloguing of the drawing collections by local artists and 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. Volunteers have also been assisting with the accessioning of new gifts to the Museum and collating useful information about these collections for the catalogue.
- 2.4 The Museum's fortnightly *History of King's Lynn in 100 Objects* series with the Lynn News has generated significant interest. The series came to its 100<sup>th</sup> article, and museum staff have now started a follow up series *Picture This*, focussing on local drawings, engravings and paintings. Examples of published works have included a painting of Red Mount Chapel in the Walks Park, a Munnings watercolour and a Baines drawing of a crypt.
- 2.5 Following issues with the stonework in one of the former chapel windows, protective scaffolding was erected inside and outside the museum prior to repairs being carried out. All repairs to this and a cracked large window pane within the reception area have since been completed.
- 2.6 2018 is the 20<sup>th</sup> anniversary of the start of investigations into Seahenge and the 10<sup>th</sup> anniversary of the display of the preserved timbers at Lynn Museum. To mark this anniversary, the museum team has been working with Clive Bond from the Kings Lynn Archaeology Society and colleagues from the Historic Environment team to stage a Seahenge conference on 10 November. This has provided an opportunity to reflect on the significance and meaning of Seahenge in light of recent research and findings, most notably Dr David Robertson's study of Holme II, the second and contemporary structure found on the beach.

The NMS Teaching Museum 'Coastal Treasures' Trainees Andrew Tullett and Monika Saganowska have assisted with the arrangements of this day. Professor Francis Pryor will introduce the day and other speakers include John Lorimer, who brought attention to the timber structure on the beach, Dr Peter Bray examining early metallurgy, Dr Nick Thorpe discussing the European significance and Debbie Harris from the NMS Conservation team speaking about the conservation of the timbers. The conference is fully booked with 67 tickets sold to members of the public. The conference also includes a visit to the Lynn Museum to see the Seahenge displays and hear presentations from Hannah Jackson and John Lorimer. Volunteer students from the College of West Anglia have kindly agreed to film the conference and we plan to make the footage available. There are also plans to publish the talks in a book to be published. The museum team are working with Retail Manager Maria Wong to create a popular souvenir publication about Seahenge for sale in the museum shop in 2019. There are also plans to update the information in the displays to include reference to Holme II.

- 2.7 To complement the Seahenge conference, the 'Coastal Treasures' trainees will lead a walk at Holme on Thursday 8 November. This has also been fully booked. This walk includes a visit to the beach where the timbers were discovered and talks by Dr David Robertson. Participants will also be able to see the recreated wooden monument on the outskirts of the village built as part of a Time Team episode with Francis Pryor.
- 2.8 Also connected with the conference is a popular evening author event at Lynn Museum on the 10 November with author Elly Griffiths, who will read from her novel *The Crossing Place* which features her character forensic archaeologist Dr Ruth Galloway and an ancient timber circle not unlike Seahenge. Again, this event was fully booked in advance. The Museum also hopes to sell a number of Elly Griffiths' books in the museum shop as part of this occasion.
- 2.9 To mark the First World War Armistice Anniversary, six heritage and educational organisations across King's Lynn (King's Lynn Library, Stories of Lynn, Custom House, Lynn Museum, St Nicholas' Chapel and True's Yard) have been working together on a First World War remembrance project: *Scars of War*. The project has been focused on graffiti, using the soldier's graffiti found on King's Lynn Library tower as inspiration to create six permanent memorials using lino-cutting and printing. Artist Rebecca Hearle will lead free workshops across the six sites in King's Lynn. This project will also include the production of a town wide Graffiti Trail involving all six sites. Participants will be able to follow the trail leaflet map and visit the settings to view the art work produced through the project, alongside the "historical graffiti" including the inscriptions on the window at Stories of Lynn. The trail will be launched on 19 January 2019 at the Town Hall with the Military Wives Choir performing.

- 2.10 Staff based at the Stories of Lynn has also been working on a number of First World War centenary activities, with projects involving the Borough Council's Grounds Department and Civics Office, The Royal British Legion, Norfolk Record Office (King's Lynn Borough Archives), NMS, schools in King's Lynn, the Forward Day Centre and Involve Day Centre. 620 wooden soldiers were cut out by young people from Springwood, KES and KLA high schools; 540 primary school pupils then came to Stories of Lynn over six days to decorate one soldier and learn about his story from the Book of Remembrance, which holds the information on each of the 620 soldiers from King's Lynn who died in WWI. During the day, the pupils learnt about trench life and rationing; they analysed WWI photos and read two letters from the archives about life in the trenches. Each of the days ended with the children being marched - following a drummer - to the War Memorial in Tower Gardens to place their soldier in the "No Man's Land" prepared by the Grounds Department. Three other WWI school days have taken place as a result of the good publicity for the event through reports by Anglia News (live broadcast), Radio Norfolk, KLFM and the Local Press. The young people based at the day centres also coloured in soldiers and learnt about the individual soldier they had worked on. In addition there have been a number of WWI displays including a loaned exhibition exploring the role of women in WWI and a second exhibition, curated by NMS staff, focussed on WWI's impacting on King's Lynn. A programme of five talks all related to WWI has been delivered and feedback from these has noted very personal responses to the information given in these high quality talks. Two WWI workshops for children were delivered at Stories of Lynn on 23 October, with children having the chance to design and fly a zeppelin using helium gas and carrying a model passenger.
- 2.11 The Lynn Museum is also contributing exhibits to the museum service's county-wide commemorative *Armistice* exhibition at Norwich Castle, including examples from the important poster collections and reference to the first zeppelin raids and the manufacture of bombs by local firm, Coopers.
- 2.12 Lynn Museum and Stories of Lynn have started to play a significant part in *Norfolk Journeys*, an innovative project funded by the Heritage Lottery Fund (HLF) with match funding support from the Borough Council, delivered as part of the HLF's national *Kick the Dust* programme. Kick the Dust Project Worker Rachel Duffield has started to make connections in King's Lynn as part of this project. *Norfolk Journeys* is a four-year project that has been designed to deliver a three-stage journey of active participation for young people aged 11 – 25 years old. Stage 1, 'Player' activities will be light touch engagements, where young people participate in activities at the museum. Examples include attending 'Lates at the Museum', participating in targeted projects, one-week work placements, taster activities, and participating in projects that result in a Bronze Arts

Award. These opportunities will be developed by young people for young people. Stage 2, 'Shaper' activities, will enable young people to influence the content of the work carried out by NMS. The activities will be longer term and have a deeper engagement than the Player activities. Examples include developing exhibition projects within the museum, longer-term skills-based work experience/ placements, participation in consultation groups, and participating regularly in clubs resulting in a Silver and Gold Arts Award. Again, these will be developed in direct response to the interests of the young people targeted. Stage 3, 'Leader' opportunities, will enable young people to have long term, deeper engagements within the museum that will enable them to become work-ready in both a heritage and wider context. Examples include becoming an NMS Teaching Museum trainee, participating in long-term work experience or volunteering, participating in work awareness opportunities and being part of an ongoing steering group for projects run by the museum service. There is specific focus on working with young people who face significant and moderate barriers to participating in heritage and arts activities, specifically YMCA clients and Looked After Children. The project has been designed to be by young people for young people and therefore it is a project that will need to grow as a direct response to their interests and enthusiasms. The project will be delivered through the Theory of Change model, which will mean that the targets and outcomes will be developed each year in response to the work that has been undertaken in the current year.

### **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 annual fundraising lecture organised by the Friends will this year was by Dr Jody Joy, Senior Curator of Archaeology at the Museum of Archaeology and Anthropology, Cambridge. Dr Joy gave a very well received talk about the Snettisham Treasure in its East Anglian context. The talk took place at Marriott's Warehouse at 7.30pm on the evening of 26 September to a full house. Dr Joy made reference to the Snettisham material that will be borrowed from the British Museum and displayed at Lynn Museum in 2019.
- 3.3 The Friends of King's Lynn 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.
- 3.4 A Christmas social event will be taking place at 3pm on the afternoon of 10 December 2018 for the Friends as a follow up to last year's

successful 'unveiling' event for the new Baines painting. The event this year will include object handling and a chance to see the various important contributions made by the Friends to the work of the Museum in recent years including the purchase of exhibits.

- 3.5 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 delivery of NMS services in King's Lynn & West Norfolk continues to operate under the terms of the 2018-19 Service Level Agreement (SLA) with the Borough Council. Under an extension to this agreement, NMS continues to provide curatorial and conservation advice, support and an enquiry service for those Borough collections currently held in the Town Hall including fine art and Civic Regalia.
- 4.2 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 SLA between the Borough Council and NMS.
- 4.3 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, which runs to the end of November 2018.
- 4.4 NMS continues to host the Stories of Lynn Learning & Engagement Officer, who works closely with colleagues from the Borough Council and the Norfolk Record Office. Rachael Williams, Learning and Engagement Officer works with Melissa Hawker, Learning Officer and Dayna Woolbright, Assistant Curator on such aspects as school visits and temporary exhibitions. This post is currently funded as part of the Stories of Lynn HLF project until the end of November. Funding from the Borough Council will enable this post to continue for a further 12 months.
- 4.5 Dayna Woolbright, Assistant Curator for Lynn Museum continues to support curatorial aspects of Stories of Lynn, such as display snagging, assistance with exhibitions and work on the Town Hall's collections storage facility.
- 4.6 A programme of summer holiday activities was delivered at Stories of Lynn organised by Learning and Engagement Officer Rachael Williams with the following daily programme: Mondays: *Merchants Making Day*, Tuesdays: *Fairground Fun Time*, Wednesdays: *Pirates Playtime*, Thursdays: *Guilty! Get into Gaol!* and Fridays: *Fairground Fun Time*. This programme was designed to capture all possible visitors during the summer with a drop-in style family learning offer.

- 4.7 Partnership working with the Borough Council on events continues and the Norfolk Museums Service was once more involved in the planning and delivery of the Second World War themed town-wide event *Forties Lynn: Life on the Home Front* in July. NMS also participated in the town-wide Heritage Open Day in September with 564 visitors to Lynn Museum. Staff at Stories of Lynn also supported the *Fairytales and Legends* day.
- 4.8 On behalf of the Borough Council, NMS staff have been working on the project to improve the interpretation and display of the town's South Gate, a grade one listed building and scheduled ancient monument. The Borough Council worked in partnership with NMS to secure £89,500 of funding from the Heritage Lottery Fund, made possible by money raised by National Lottery players. The project also received a generous donation of £3,500 from The Friends of The Walks, a group of volunteers who show visitors round the South Gate and the Red Mount; the 14th-century chapel in King's Lynn's renowned town centre park. The South Gate project team comprising Borough Council and museum staff met 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 new displays have been installed and the site opened to the public on 4 August 2018. The new interpretation improves the way information about the building is presented, making it more attractive and engaging to visitors. The work completed includes installing new interior lighting, and replacing the information panels inside and outside the building, which date from the 1980s. Some of the panels show the view from upper windows as it would have been in centuries past; Interactive elements like a scale model, and an activity table where visitors can make brass rubbings have been added. Displays of replica furniture, smells and objects bring the history of the South Gate to life; visitors can try on replica helmets for a taste of life as a defender of this ancient gateway. The South Gate is open to the public on a Wednesday, Saturday and Sunday from 1pm to 4pm, from mid-May to mid-September. Museum staff have been working with the South Gate volunteers and a visit to see the Civil War Centre in Newark took place on 17 September.
- 4.9 The Lynn Museum was open once more on Sunday afternoons from 12pm until 4pm between April and September. This additional opening is made possible by financial support from the Borough Council. A Sunday joint ticket, available to visitors of Stories of Lynn to also explore both the Custom House exhibition and the Lynn Museum is also available. Funding from the Borough Council has been provided to repeat this offer in 2019.
- 4.10 The Museum Service has worked with the King's Lynn Festival again in 2018 to follow up three years of successful partnership working. The Lynn Museum works as a 'pop-up venue' for recitals during the July



Festival period. In addition, the museum supported the *Lynn from all Angles* exhibition of Walter Dexter and works by contemporary artist Jon Harris held at the Fermoy Gallery, which featured loans of oil paintings, sketches and posters from the Lynn Museum collection. This Festival exhibition ran over three weeks from 14 July - 4 August with attendance of 1,075 visitors, more than in previous years. A further collaborative art exhibition drawing on NMS modern and contemporary art collections and exploring the theme of *Place* was held at the Fermoy Gallery in October 2018 as part of the Look Sideways East project providing partnership support to the King's Lynn Festival by NMS and the Norfolk & Norwich Festival. This art exhibition featured important pieces from the 20<sup>th</sup> and 21<sup>st</sup> centuries and was curated by Dr Rosy Gray, NMS Curator of Modern & Contemporary Art. In association with *Place*, an exhibition of children's work was held at the Red Barn close to the Fermoy Gallery. This was organised by Rachael Williams Learning and Engagement Officer at Stories of Lynn

- 4.11 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.
- 4.12 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

## **5 Learning & Outreach**

- 5.1 During 2018-2019, the Lynn Museum is hosting three 12 month Teaching Museum traineeships provided through the NMS *Teaching Museum* programme. Samantha Parker is the current Curatorial Trainee, based at the Lynn Museum and the Ancient House Museum in Thetford. Her traineeship is funded through the Arts Council England National Portfolio Organisation 2018-2022 NMS Business Plan. Amongst a range of other activities, Sam has helped on the South Gates project, *Animal ABC* exhibition and displays in the reception case.
- 5.2 Fellow Teaching Museum trainees Andrew Tullett and Monika Saganowska are funded through the Norfolk *Coastal Treasures* project. In July 2017, Norfolk County Council was awarded funding from the Government's Coastal Communities Fund for this project to promote sustainable tourism and new ways of accessing the wealth of heritage interest in the coastal area between King's Lynn and Holme. The project is developing walking and cycling trails, aligned to the delivery of Stretch 4 of the long distance England Coast Path, and is using new technologies to bring the heritage assets of this area to life. Andrew and Monika are based in the museum offices at the Town Hall. During the year they will focus on key heritage assets of this area including the

Holme timber circle known as Seahenge and the internationally important Iron Age finds from Snettisham.

- 5.3 The Coastal Treasures project aims to complement the West Norfolk Trails Development programme and meetings have taken place with Undina Reinfelde, the Borough Trails Officer to consider linkages and joint working.
- 5.4 Lynn Museum has continued to work with local schools to deliver a broad range of formal learning sessions. Learning programmes have been adapted following the changes to the history National Curriculum. The Seahenge and early history displays and themes remain popular, with schools and school numbers up on last year's total.
- 5.5 Recent partnership work with the Stories of Lynn project at the Town Hall has included a number of joint session for schools exploring the town's heritage. Successful co-working between NMS, Borough Archive staff, Lynn Museum and Stories of Lynn staff has enabled the support of Work Experience students from the College of West Anglia.
- 5.6 As mentioned in the previous report, our learning programme is delivered by a combination of museum staff and specialised freelancers. Key to the sustainability of the schools programme is the involvement of the Front of House Supervisor and Museum Learning Assistants in assisting with development and delivery. In order to do this, they need to be able to deliver quality learning and respond flexibly to teachers' needs.

## **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 National Portfolio Organisation under the terms of the current 2018-22 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:

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**Committee:** King's Lynn & West Norfolk Area Museums Committee  
**Date:** December 3<sup>rd</sup> 2018  
**Report from:** Tourism Support 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 January to December 2018. Key tourism marketing continued, with production of the full range of printed guides for 2018 whilst also continuing to focus more attention on digital activity, especially the 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, has been overseen by existing Tourism support officer Phil Eke since that time.

## 2 Printed marketing

### 2.1 2019 West Norfolk Holiday Guide

The final copies of the existing, 2018 West Norfolk Holiday Guide will be made available through the TICs in December before the printing of the 2019 edition happens in late-December (25,000 copies to be printed once again) for early 2019 distribution. The design of this new edition started in September (ahead of last year's schedule by comparison), with final proofing expected by mid-December (again, slightly ahead of last year's schedule).

### 2.2 2019 Where to Go & What to Do

The majority of the 2018 edition (with the continued 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 has already begun (the design work and advertiser contact started back in October 2018, around 6 weeks ahead of last year's schedule).

### 2.3 Discover King's Lynn

The 2019 edition is set to be published in early February 2019. Almost all of the print run of 160,000 has now been distributed for this year's edition.

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

Both guides were updated and 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 2018. Likewise, the 2019 edition will be updated, printed (in the same amount) and distributed in Spring 2019 – the exact date of the 2019 distribution dependent on how many of the existing guides are still in stock at that time.

### 2.5 Other publications

The Borough Council once again supported the King's Lynn Town Guides by arranging the print and distribution of the 2018 King's Lynn Guided Walks programme up until the end of the year's walks programme (October 30<sup>th</sup> 2018). Next year's publication will be produced and distributed by the start of April 2019, once again supported by the Borough Council.

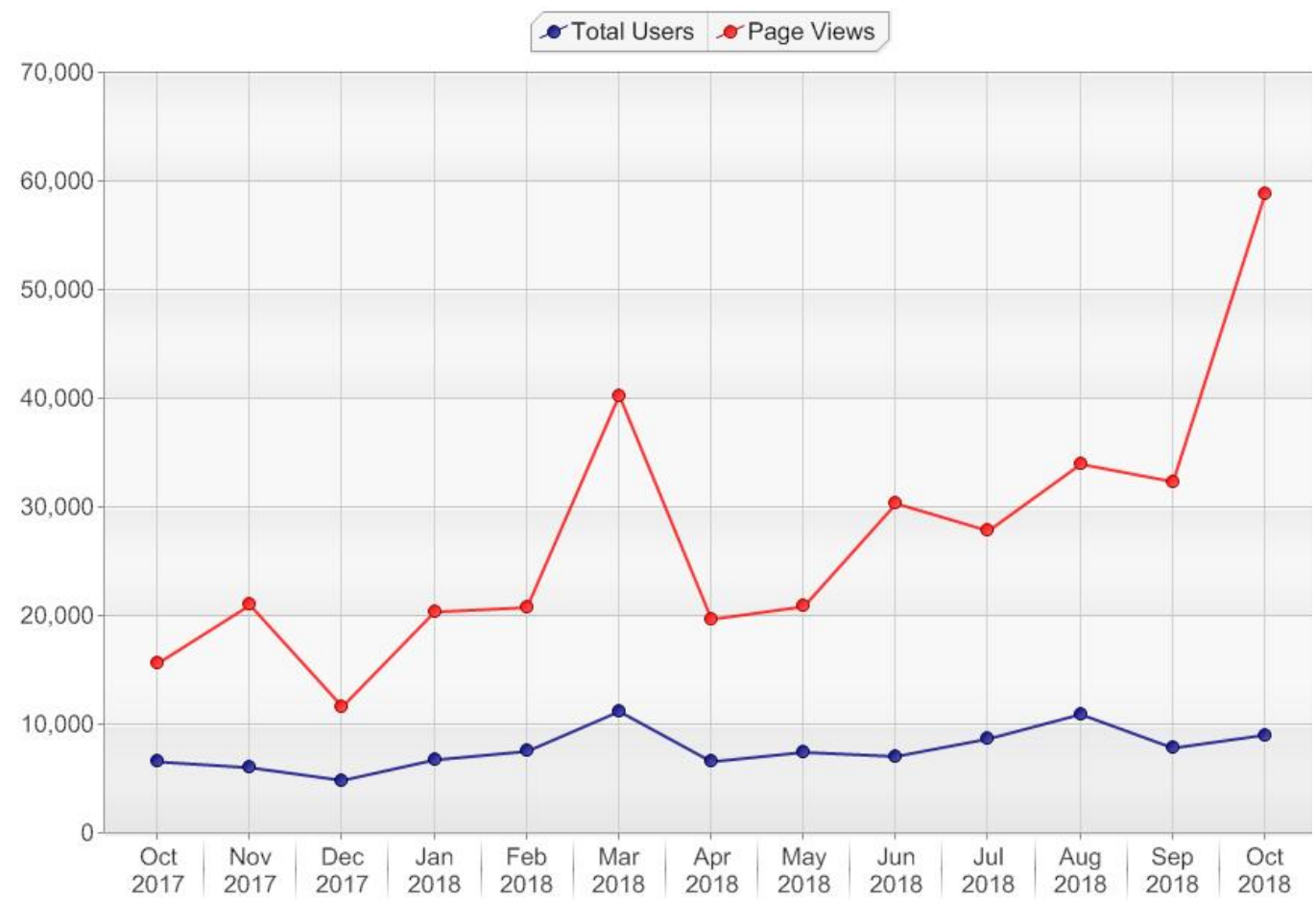
### 3 Digital marketing

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

A marketing campaign to attract new and additional use of the website took place over the pre-Easter holidays period of 2018. 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 (January 2019), the tourism officer would then go back to focussing a lot more on the department’s online platforms once again.

For the past 12 months there has been 353,350 page views specifically of our dynamic Venues/Accommodation/Event entries and a further 262,348 views of static text-based pages throughout each section of our website too. This makes the total page views of our Visit West Norfolk website as being 615,698 page views for the past 12 months.

#### **Growth in Page Views & Users of Visit West Norfolk *Dynamic Pages only* [over 12 months]**



In contrast, the page views of *static pages only* have remained almost the same for 2018 when compared to 2017.

#### 3.2 West Norfolk mobile phone app

3.2.1 The Visit West Norfolk 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) continues to see improvement to its coding by the app designers from New Vision over the course of 2018 (via periodical updates in the

two main app stores). The app is now more stable and efficient, and more compatible with the latest updated operating systems.

A marketing campaign to attract new users of the Visit West Norfolk app took place over the pre-Easter holidays period of 2018. This dual app/website promotional campaign was conducted over the Facebook and Instagram platforms as well as on-air adverts all by the KLFM digital marketing team. The geographical scope of the digital campaign reached as far as Lincolnshire and Bedford, the aim to increase staycation and daytrip users of the app especially, as well as visits to the website. The digital campaign subsequently attracted a further 420 Apple device users and an additional 260 Android device users to the existing total of users for the visitor app.

- 3.2.2 The list of available retail 'Offers' on the app is to be populated ahead of the Christmas sales and the usual seasonal food offers, once the production of the Holiday Guide is near completion (at the start of December 2018). As always, 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 4,248 times across both platforms from the start of the app launch up until the end of October 2018 (900 new app users over the past 12 months).

### 3.3 Events

In the full calendar year of 2017 1,800+ events were promoted on the Visit West Norfolk website with around 44,208 views of individual events. Up until November 19<sup>th</sup> 2018, this year has seen 1,900+ events promoted as entries on the website/app, with 62,104 views of individual events already (up until the end of October 2018), so there will have been at least a 37% increase in event listing views by the end of this calendar year, continuing the upward trend of the previous year.

Of this notable increase there were three times as many people accessing our events listings in March 2018 and a third more accessing our events listings in October 2018 compared to the same months from the previous year. These two major boosts in events views can also be reflected in the same boost periods for our dynamic page views in general too, as identified in the graph on page 2 of this report. We can assume, in part, that the pre-Easter promotional digital campaign for the website and app was responsible for the March 2018 boost in dynamic page views ('dynamic' here referring to page content that changes due to time/data specific content that is also searchable by visitor-chosen criteria). We can also assume that the boost can also be partly explained by the fact that, for the past 12 months (and for the first year ever), we have made a deliberate effort to illustrate each and every event entry on our site listings - with at least one photograph each - to help increase the 'page visitor' appeal for these listings.

It is fantastic to once again see an increase of 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 (up until April 2019) 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, 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. The Destination Management Plan is now half-way through its implementation and the action plan for 2019-20 will take direct note of the DMP focus and aims for the remainder of its existence. The Borough Council is continually represented on the West Norfolk Tourism Forum and will seek regular advice and feedback from the forum for the creation of a future Destination Management Plan once entering into the final year of the current plan.
- 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, "Explore West Norfolk", had received funding from the LEADER Programme at the start of 2018 and the associated 18-month fixed-term Project Officer post to help manage the project began in March 2018, the officer's name being Undina Reinfelde. The project is thought to complement the eventual opening of the planned extension of the Coastal Path link between King's Lynn and Hunstanton.

#### **5 Other developments**

##### **5.1 Partnerships**

- 5.1.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East Anglia to promote the county and wider area in a variety of joint campaigns led by those two destination management organisations, including seasonal promotions such as the #FallForNorfolk campaign, a set of online Spring-launched films, and contributions to a series of short promotional films shot this across Norfolk by Geocast throughout the rest of the year, etc.

#### **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**

**3<sup>rd</sup> December 2018**

**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. Subjects included Folk Music, the men of King's Lynn who served in the Napoleonic War and two photographic exhibitions highlighting the diversity of our collection. We also held smaller Children's exhibitions. One looked at Toys throughout History. Our next Children's exhibition will look at Vikings.

1.2 The major temporary exhibition for 2018 was *Scars of War*- part of a larger collaborative project of the same name. *Scars* was a collaborative project with Stories of Lynn, St Nicholas' Chapel, Lynn Museum, King's Lynn Library, and The Custom House. It consisted of six workshops producing six brand new war memorials inspired by the soldier's graffiti on top of King's Lynn Library Tower. The Memorials were revealed at the Commemorative Evening at the Town Hall on 12<sup>th</sup> November. The project was funded by the Friends of True's Yard and Norfolk Community Foundation's Commemorating World War 1 Fund and Norfolk in World War 1. A trail will be launched on 19<sup>th</sup> January 2019 at the Town Hall and a booklet with the readings from the Commemorative Evening will accompany the memorials.

1.3 The next exhibition will be *The Showmen's Guild and the North End*.

1.4 Our Autumn True's Talks was once again very popular. Subjects included The First World War, Vaughan Williams and The Common Staithe. The Spring Series which starts on 7<sup>th</sup> February and includes subjects such as the Port of Lynn, Northern Ethiopia and the Blackforest Clockmakers in Lynn.

1.5 True's Yard once again took part in Heritage Open Day and welcomed 900 visitors during the day.

**2. Other Museum Developments**

**2.1 Heritage Lottery Grant Funding.**

As noted at previous meetings 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 officially ended on February 2018. We required a small extension due to the sheer amount of material we discovered one work got underway. 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 was strengthened through our Oral History Project. The first training day was oversubscribed and others were held which proved equally popular- topics such as Modes, cataloguing and oral history. Our Archive collection is now properly stored and conserved. We are looking to the object store and how that can be improved.

## **2.2 True's Yard Silver Jubilee Appeal**

Launched on 15<sup>th</sup> September 2015 the purpose of the Silver Jubilee Appeal was to consolidate what had 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 2015/16/17. We reached our target, the buildings have been repaired, a wealth of educational projects have been created and work is still ongoing in refreshing our galleries and tearoom.

### **Events held**

- **20<sup>th</sup> June: Midsummer Dinner**
- **21<sup>st</sup> June: Unveiling St Nicholas Lego Model**
- **22<sup>nd</sup> June: Historic Pubs Walk**
- **22<sup>nd</sup> September Skirting Heresy (KL Minster)**
- **Throughout October/November Scars of War Workshops**
- **13<sup>th</sup> October Discover the Fisherfolk of North End Tour**
- **23<sup>rd</sup> and 30<sup>th</sup> October Ghost Walks**
- **10<sup>th</sup> November Ghost Hunt**
- **12<sup>th</sup> November Scars of War Commemorative Evening at Town Hall**
- **1<sup>st</sup> December Small Business Saturday**

### **Still to come**

- **6<sup>th</sup> December St Nicholas' Day Quiz**
  - **12<sup>th</sup> December: VIPS Christmas Raffle**
  - **19<sup>th</sup> January 2019 Launch of Memorial/Graffiti Trails and performance of Marham Wives Military Choir.**
  - **April Archive Film Show**
  - **7<sup>th</sup> March 2019 Dinner and guest speaker: James Bagge**
  - **TBC Historical Fashion Show**
- 

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

3.1 The Friends of True's Yard continue to fundraise throughout the year. Recently they have supported our Scars of War project, purchased a unique Twaits picture of the North End

Fishing Boats and paid for a new water heater for our tearoom.

#### **4. Partnerships**

4.1 Churches Conservation Trust and the Friends of St Nicholas Chapel The Chapel has been reopened for nearly three years and still has a partnership with True's Yard.

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#### **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 2018 Hanse Festival HAS organised the History and Archaeology Symposium at Marriott's Warehouse. We organised pirates and knight re-enactment at the Hanse House, a walking trail and archery at St Nicholas' Chapel. We are currently looking to 2019 and are looking at having a walking play an international speaker and more.

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

The Heritage Learning Forum has 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 have dipped a bit which we have put down to difficulties in getting transport. As such we have done significantly more outreach this year. 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. Our Scars of War workshops also attracted children and their families. Children's history books distribution (King's Lynn and the Hanseatic League and A History of King's Lynn) is going well so far we have reached 90% of primary schools in the Borough.

#### **6 Visitor Numbers**

The figures for 2017/18 were 13,488. Currently for this year we are on track to match that figure. The incredibly hot weather of the summer did impact our visitor figures but we have been trying to counter the effect with more autumn/winter events & activities and a considerable amount of outreach.

#### **7 Resource Implications**

Finance- For the past three years we have been focusing on fundraising for the Silver Jubilee. Our attention is now on fundraising for running costs.

Property- We have completed essential repairs.

Staff- Our apprentice passed her Business Admin apprenticeship Level 2 and has gone on

to do an Apprenticeship Level 3 with Breckland Council.

## 8 Recommendations

That the Area Museums Committee notes the report.

Originator of report:

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