

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



King's Lynn and West Norfolk Area Museums Committee

Agenda

Wednesday, 8th January, 2020
at 2.15 pm

in the

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

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



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**DATE: KING'S LYNN AND WEST NORFOLK AREA
MUSEUMS COMMITTEE - WEDNESDAY, 8TH
JANUARY, 2020**

**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 4 - 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 THE KICK THE DUST - NORFOLK YOUTH ENGAGEMENT
PROJECT BY PROJECT CO-ORDINATOR CHRISTINE MARSDEN AND
RACHAEL WILLIAMS, LEARNING AND ENGAGEMENT OFFICER,
STORIES OF LYNN**

6. REPORT OF THE ASSISTANT HEAD OF MUSEUMS (Pages 8 - 15)

To consider the King's Lynn Museum Report.

7. **COLLECTIONS REPORT** (Pages 16 - 37)
8. **REPORT OF THE BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK** (Pages 38 - 41)
9. **REPORT OF TRUE'S YARD MUSEUM** (Pages 42 - 44)
10. **DATE OF NEXT MEETING**

To be scheduled at a date to be identified in 2020 following publication of Norfolk County Council Timetable of meetings.

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

Councillors A Bubb, Chenery, Collis, M de Whalley, H Humphrey, A Kemp, E Nockolds, Smith, A Tyler and 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, 30th September, 2019 at 2.15 pm in the Lynn Museum, Market Street, King's Lynn, PE30 1NL

PRESENT: Councillor Mrs E Nockolds (Chair)
Councillors A Bubb, M Chenery, M de Whalley, A Kemp, A Tyler and
Mrs S Young
Mrs S Thompson, Chair of the Friends of Lynn Museum

1 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from County Councillors H Humphrey, J Ward and T Smith.

2 **MINUTES**

The minutes of the meeting held on 16 July 2019 were agreed as a correct record, subject to Margery Kemp be amended to read Kempe.

Councillor Kemp stated that at the previous meeting she had advised that the brick kiln had been demolished and the bricks would be incorporated into a structure.

3 **MATTERS ARISING**

Kick the Dust Project

Christine Marsden from NNS Kick the Dust project be invited to attend the next meeting of the Committee to provide an update.

Free Admission Cards for Care Leavers

The Chair confirmed that 100 cards had been issued.

4 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

5 **REPORT OF THE ASSISTANT HEAD OF MUSEUMS**

The Assistant Head of Museums and Curator, Lynn Museums presented the report which provided information on the King's Lynn Museum activities for the period from June 2019 to August 2019.

The Operations Manager, NMS tabled the visitor numbers up to 31 August 2019 and it was highlighted that for Lynn Museum the figures reported were close to the previous year (2% deficit) but it was anticipated that the total visitor number for the end of the current financial year would be promising. The Operations Manager reported that the retail income had increased by 12% and the admission income had increased by 15%.

The Assistant Head of Museums reported that for the year to date, Stories of Lynn (which included school visits), the visitor numbers had increased by 4,000 from 2018.

The Assistant Head of Museums and Curator responded to questions and comments relating to:

- Current exhibition at Lynn Museum – Journeys, People, Place and Pilgrimage.
- Baines Calendar 2020 – the Curator undertook to discuss the opportunity with the NMS Retail Manager.
- The Museum shop. Reference was made to replica Torc bangles previously being on sale and the question asked if it would be possible to source and sell the item in the future. The Curator undertook to discuss the suggestion with the NMS Retail Manager.
- Wednesday afternoon talks. It was confirmed that the talks commenced at 2.15 pm for approximately 45 minutes.
- Norfolk Day 27 July 209 – 107 people visited the museum.
- Review/Inspection of Museums. The Curator explained that the Museums Association had a regular monthly journal which provided an opportunity to invite a reviewer. The Assistant Head of Museums provided an overview of awards which the NMS could be nominated for, together with independent reviews undertaken. The Committee was also confirmed that a mystery shopper exercise was also undertaken at no cost. Feedback was also received from visitors on their experience at the Museum.
- Archaeology – The Committee was advised that archaeological events had been held as part of a roadshow to highlight the importance of archaeology. Officers could examine the potential to hold a future archaeological event. The Chair explained that Norfolk County Council had a strong relationship with metal detectorists. Meetings had been held with metal detectorist clubs and recorded the finds.
- Free admission for children in care/carers. It was explained that the NMS worked with colleagues at NCC to build on existing contacts and link to appropriate projects and develop key priorities.
- Stories of Lynn Learning and Engagement Officer.
- Custom House. The Chair referred to the last Full Council meeting where a response had been given to Councillors.

- Pop-up venue for recitals during the King's Lynn Festival in July each year.
- Promotion of Lynn Museum Gift Shop. The Curator undertook to see if the shop could be promoted by signs displayed on the Museum windows and on the A boards which were placed outside the Museum.

The Chair informed the Committee that she had attended the Green Pilgrimage Interreg project partner visit to Norfolk on 11 September 2019.

Councillor Tyler commented that he had attended one of the coffee mornings with an adult with learning difficulties and explained it was well attended. Councillor Tyler also expressed his thanks to Rachel Williams, Stories of Lynn Learning and Engagement Officer for going the extra mile to support those with learning difficulties.

Councillor Kemp commented that an article be published in the KL magazine advertising gifts for sale, particular for Christmas at the Shop in the Lynn Museum. In response, the Curator undertook to liaise with KL Magazine.

The Chair explained that there was a good working partnership between the Norfolk Museums Service, County Council and the Borough Council, in particular, the Service Level Agreement which offered free admission during the winter period to encourage local people to visit the museum.

Councillor Tyler referred to the Ancient House Museum in Thetford and its connection with TV companies and asked if there was a potential to link King's Lynn to TV companies. The Curator made reference to the filming of David Copperfield in King's Lynn and commented that there may be an opportunity to promote the heritage in King's Lynn.

In response to a question from Councillor Kemp and the Turner painting coming to the town, the Assistant Head of Museums explained that it had been unveiled at Norwich Castle recently and there was a commitment to tour venues. It was highlighted that if the painting came to King's Lynn a supplementary event would be arranged. Further details would be available at the next meeting of the Committee.

Learning and Outreach

The Museum Trainee, Paula Murphy provided an overview of the learning and outreach work she had been involved in at both Lynn Museum and Ancient House Museum, Thetford and set out in section 5 of the report.

The Museum Trainee explained that the display case in the reception area currently contained a painting by Samuel Gurney Cresswell.

It was noted that the current Museum Traineeship will come to an end in March 2020.

Friends of King's Lynn Museums

The Chair of the Friends of Lynn Museum provided an overview of the activities from the group and highlighted that 2020 was a celebration of 25 years and events would be scheduled for the town and could provide an opportunity to link in an archaeological day via partnership working. The Chair of the Friends informed the Committee that she had attended the recent meeting of the British Association of Friends of Museums at Norwich Castle. As reported at a previous meeting of the Committee, the Chair of the Friends explained that the Friends had been left a legacy. It was noted that the legacy would be used to purchase an item and would therefore be used to purchase a display case and plaque for the Lorenz Beha clock which was in the store at Aickmans Yard. The Curator advised that the Conservator would be assessing the Lorenz Beha clock.

The Committee was advised that the Annual General Meeting of the Friends would be held on 7 October 2019.

At the end of year 2019 it was reported that there were 69 paid members.

A Christmas evening for members would be held on 2 December 2019.

Councillor Bubb suggested that the Friends contact all Parish Councils asking if they would place an article in their parish magazine inviting residents to become a Friend of Lynn Museum.

The Chair thanked officers for presenting the reports.

AGREED: Christine Marsden from NMS Kick the Dust project be invited to attend the next meeting of the Committee to provide an update.

6 **DATE OF NEXT MEETING**

Monday 9 December 2019, 2.15 pm, Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 3.46 pm



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

8 January 2020

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 September
2019 – November 2019**

1. Temporary exhibitions and events at Lynn Museum

- 1.1 The current exhibition at Lynn Museum is *Journeys, People, Place and Pilgrimage*. The exhibition was opened by Mayor of King's Lynn and West Norfolk, Cllr Geoffrey Hipperson on Friday 21 June. The event received some good publicity with museum staff being interviewed by Jill Bennett for Radio Norfolk and pieces appearing in the local papers. It connects with - and is funded by - projects and partnerships led by the Norfolk County Council's Environment team exploring the themes of Green Pilgrimage and Coastal Treasures. Funding for the Green Pilgrimage project is derived from the ERDF Interreg programme and for the Coastal Treasures project from the Coastal Communities Fund. The exhibition draws 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 medieval lead souvenirs from the important shrine at Walsingham. Additional pilgrim badges have been loaned from the Peter Sibley Collection at Walsingham and also Oscott College, Birmingham, with grateful thanks to the trustees of these organisations. Other exhibits include a feature on the railway journey to Hunstanton for holidaymakers and the display of a knitted bathing costume from the Museum's costume and textile collections, alongside journeys to and from Norway and the Arctic. One of the Interreg project European partners from the Green Pilgrimage project is shown on one of the graphic panels holding some medieval Grimston Ware from North West Norfolk that had been traded to Norway and Sweden and found in archaeological excavations there.

- 1.2 There was a Green Pilgrimage Interreg project partner visit to Norfolk in September and the group visited King's Lynn on the 11-12 September 2019. They were impressed with the town and enjoyed a civic reception at the Town Hall as well as a visit to Lynn Museum. At the Museum staff showed the group around and Dr Michael Lewis from the British Museum gave a talk about pilgrim badges in Norfolk.
- 1.3 In the summer of 2020 Lynn Museum will mark the bicentenary of the birth of Thomas Baines with an exhibition about his life and work. Baines was a prolific artist, writer, traveller and collector. He spent much of his life in southern Africa where he painted scenes of life at the time including a record of the colonisation of the area by the British, landscapes and wildlife. He was the first European to paint Victoria Falls, he accompanied Livingstone on the Zambesi river expedition and was a war artist in the Frontier War between the British and the Xhosa people. He also accompanied Gregory on an expedition in northern Australia as artist and storekeeper. The Museum has five oil paintings by Thomas Baines and a collection of drawings and watercolours including two sketchbooks of watercolours made when he was a teenager. In addition, there is a collection of world cultures artefacts and specimens from his travels in Africa and Australia. The curatorial team is seeking partners to work on this project and has made some initial contacts as part of Arts Council England's Creative Case for Diversity agenda.
- 1.4 The Lynn Museum showed a selection of items loaned by the Trustees of the British Museum from the Iron Age Snettisham hoard, the largest collection of such Iron Age gold, silver and bronze objects in Europe. The display generated additional visitors and received interest from the local papers and radio. The display opened in March 2019 and ran through until 15 September 2019 (Heritage Open Day).
- 1.5 The Lynn Museum 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, thereby encouraging repeat visits. Following the Snettisham Treasure display, there was a display featuring Samuel Gurney Cresswell and a display created by the NMS Teaching Museum Trainees.
- 1.6 The Lynn Museum continues to offer a programme of Wednesday afternoon talks, following a format of short seasons of themed talks. The October talks programme included talks by Susan Maddock, Ken Hill, Alison Gifford, Oliver Bone and Paul Richards. 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. Over the October Half Term, the Discovery Day was on an Edwardian Seaside theme to link to the Journeys exhibition.

- 1.8 Lynn Museum joined other museums and attractions around the country to say thank you to National Lottery ticket holders on 30 November as part of a promotion with National Lottery Heritage Fund. sites such as Lynn Museum that have benefit from Lottery funding offered free activities to ticket holders. Lynn Museum offered a Christmas event including a visit to Father Christmas in his grotto (located in the replica Seahenge circle).
- 1.9 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.
- 1.10 The Lynn Museum continues to host monthly *Coffee, Cake and Collections* “coffee morning” style events for adults, including those who are isolated or those who would not normally be confident enough to visit the museum. Each session explores a different aspect of the collections.
- 1.11 The Lynn Museum’s monthly *Mini Museum* club aimed at under 5’s is proving popular. The group meets on the second Tuesday of the month and the club has run throughout 2019 with an average of 10-15 children at each session (plus accompanying adults). This activity forms part of an increasing Early Years offer across NMS.
- 1.12 To publicise the museum’s events programme and enhance visitor numbers, the Museum uses a variety of media. The 2020 programme has been put together by staff and will be included in the 2020 version of the *History in Your Hands* event flier for distribution to local schools. It is also available 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.

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.
- 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 2,682 followers while the Facebook account has 854 follows. On Twitter, the Museum included a series of Tweets connected to LGBTQ+ history. 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 teams 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 *Picture This* column in the Lynn News continues, with a focus on local drawings, engravings and paintings.
- 2.5 Lynn Museum and Stories of Lynn have started to play a significant part in the NMS-wide *Kick the Dust: Norfolk* project. This is a four year project supported by the National Lottery Heritage Fund, with match-funding support from the borough council. The project is targeted at young people aged 11-25 years of age with specific focus on young people who face significant barriers to participation in heritage and arts activities. This includes harder to reach groups of young people: care leavers, children who are looked after, refugees and YMCA clients. The *Kick the Dust* project aims to work with 8,000 young people between July 2018 and June 2022 working in consortium with Creative Collisions and YMCA (Norfolk). Designed by young people for young people the project offers the chance to take part in a range of exciting activities and events inspired by the vast collections and objects held by NMS as well as structured work placements and work awareness opportunities which will support the development of work related skills as well as open young peoples' eyes to the range of job roles within the heritage sector.
- Kick the Dust* headline participation data to the end of October 2019:
- 3,580 young people have engaged in 2,063 hours of high quality activities across the county
 - 46.% aged 11-15; 45.8% aged 16-21; 7.7% aged 22-25
 - 43.3% female and 40% male, 10.7% non-binary (6% unknown)
 - 161 young people have carried out a volunteering role
 - 533 interventions have been with YMCA clients
 - 45% of project total target number
- 2.6 Current *Kick the Dust* projects in King's Lynn include the establishment of a regular forum for young people running out of Lynn Museum and Stories of Lynn museums, with young people now attending weekly. An update on progress with the *Kick the Dust* project will be given at this meeting.
- 2.7 The Lynn Museum and Learning Officer and Archivist at Stories of Lynn completed a first aid training course in November. This is part of a regular programme of staff training to help ensure staff and public safety. As a follow up, the responsible officer at the Borough Council

was able to show the team the defibrillator available in case of emergency in the bus station

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 on 18 September 2019 was *Digging Sedgford: A People's Archaeology* by Gary Rossin.
- 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 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 current 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 is running 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. NMS manages the Stories of Lynn Learning & Engagement Officer post. The postholder Rachael Williams works closely with colleagues from the Borough Council and the Norfolk Record Office. Additional funding from the Borough Council has enabled this post to continue beyond the HLF funding period, currently until August 2020.
- 4.4 Partnership working with the Borough Council on events continues and the NMS once more participated in the town-wide Heritage Open Day on 15 September 2019. The Lynn Museum attracted 711 visitors on that Sunday.

- 4.5 The Lynn Museum once more opened on Sunday afternoons from 12pm until 4pm to the end of September 2019. This additional summer 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.
- 4.6 NMS is continuing to work in partnership with the King's Lynn Festival in 2019 to follow up four years of successful partnership working. Collaborations have been delivered through a programme of exhibitions in the Fermoy Gallery as part of the Festival extension weekends in April and October 2019, with NMS working in partnership with the King's Lynn Festival, Norfolk & Norwich Festival and the NCC Arts Service.
- 4.7 These Fermoy exhibitions are curated by the NMS Curator of Modern & Contemporary Art Dr Rosy Gray and draw on NMS collections. In November 2019 there was an exhibition of modern and contemporary art from Norwich Castle Museum and Art Gallery entitled *Painting the Personal*. The exhibition – which ran from 2-23 November 2019 drew on the rich variety of figurative work in the collection, exploring how the human figure is integral to an understanding of place. There was an informal tour of the exhibition with the curator on 6 November. These exhibitions have all been supported by programmes of events for schools, children and adults developed and delivered by the Stories of Lynn Learning & Engagement Officer.
- 4.8 The curatorial team at Lynn Museum is supporting the development of the 2020 Festival exhibition at the Fermoy including assessing objects from the museum collections for possible inclusion. The King's Lynn Festival will be celebrating its 70th anniversary in 2020 and there will be a retrospective element to the summer exhibition. Items assessed include King's Lynn glass and an abstract sculpture by Ernst Eisenmayer purchased for the museum by the Friends of Kings Lynn Museum from a Festival exhibition in the 1960s.
- 4.9 The curatorial team has also been supporting the Borough Council with the completion of the National Lottery Heritage Fund funded South Gate project, including the content and design of two external interpretive panels.
- 4.10 NMS Assistant Curator, Dayna Woolbright leads on supporting the Borough Council and Festival Office on collections management advice and support. Recent contributions have included arrangements for the conservation of the portrait of Lady Fermoy, the conservation of the Guildhall models, the conservation of the Festival portrait photograph collection and the cleaning of the historic chandeliers at the Town Hall.

5 Learning & Outreach

- 5.1 During 2019-2020, the Lynn Museum is continuing to host a 12-month NMS Teaching Museum traineeship provided through the NMS *Teaching Museum* programme and funded through the Arts Council England National Portfolio Organisation 2018-2022 NMS Business Plan. Current Trainee Paula Murphy is based at both Lynn Museum and the Ancient House Museum in Thetford. Paula has been busy working on the forthcoming Baines exhibition, writing pieces for the Lynn News, social media, and she has been working on changing displays in the reception case.
- 5.2 Lynn Museum has continued to work with local schools to deliver a broad range of formal learning sessions. The Seahenge and early history displays and themes remain popular with schools. The NMS Learning Officer offers flexible bespoke workshops to suit teachers' needs. Recent examples have included sessions on Anglo-Saxons and Vikings, Flooding, Romans, Toys and Games, Victorians and Egyptians.
- 5.3 Recent partnership work with the Stories of Lynn project at the Town Hall has included a number of joint sessions for schools exploring the town's heritage, with a particular focus on Flooding, Vancouver and Frederick Savage. These sessions often use the archive collections as a 'jumping off' point for exploration. A recent school visit on a world war two theme involved children learning about the period at Lynn Museum, Stories of Lynn and the Air Raid shelter.

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 National Lottery Heritage 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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Kings Lynn and West Norfolk Area Museums Committee

8 January 2020

Review of the Collection at Kings Lynn Museum

Report by the Collections Development Manager

Summary

This report sets out the background to the ongoing review of collections at Lynn Museum and recommends deaccessioning a group of social history (ordnance) items in accordance with the NMS Collections Management Strategy 2018-22, which incorporates the NMS Collections Development Policy (Appendix 1).

1. Background

- 1.1 Collecting and rationalisation within the NMS is undertaken in accordance with the Collections Development Policy approved by the Joint Museums Committee (Appendix 1). This policy is reviewed every five years and sets out the strengths of the collections, areas for future collecting and constraints on collecting, such as resources, space and expertise. As part of a responsible collections management strategy the NMS undertakes regular reviews of its collections to ensure that material is properly classified and adequately housed and meets legislative requirements. Objects that are deemed unsuitable for retention as part of the core collection are identified and alternative homes found where appropriate.
- 1.2 To summarise the collections review process, material is proposed for rationalisation which:
 - Does not fall within the current collecting policy.
 - Is loan material no longer required for display
 - Is of good quality but would fit better into another organisation's collections (including those of Norfolk Record Office and Norfolk Library & Information Service).
 - Does not provide important information about Norfolk and its history.
 - Has no reasonable expectation of being useful for display or research.
 - Has been unethically acquired.
 - Is unprovenanced (i.e. has no background information to provide a context).
 - Is of poor quality compared with other examples in the collection.
 - Has deteriorated beyond any useful purpose (e.g. through decay or infestation. This might be a natural history specimen that has suffered pest infestation).

- **Poses a threat to other objects or people (e.g. by contamination. This might be WW2 gas masks with degraded asbestos filters or radioactive geological specimens).**
- Is an unnecessary duplicate.
- Offers no reasonable expectation that NMS will be able to provide suitable levels of curation or collections care.

Meeting one of the above criteria does not automatically condemn any object. Each will be considered on its merits. There may well be good reasons why objects that fall into one or more of the above categories should be kept, but they will be critically examined and justified in line with the NMS Collections Development Policy and the Museums Association Code of Ethics.

1.3. Options for disposal:

There are several ways in which material that is not suitable for the NMS core collections might continue to fulfil a useful purpose including:

- Transfer to another Accredited museum by gift
- Transfer to another public institution by gift
- Return to donor or lender
- Repatriation to country of origin
- Charitable donation
- Set dressing or adapted to repair working objects
- Sale on the open market, or
- Destruction (as a last resort)

Any income generated by sales of objects is allocated to a ring-fenced fund for the purchase of new collections or the care of existing collections.

1.4 Once Committee has agreed the list of proposed disposals the following steps will be taken:

- As required by the conditions of the Museum Accreditation Scheme, and the Museums Association Code of Ethics a notice will be placed in the Museums Journal or on-line equivalent, and any other appropriate specialist publication, advertising the availability of significant material to other Accredited museums.
- Direct contact will be made with any Accredited museums or other public institutions that would have a particular interest in any of the objects.
- If no Accredited museum is interested and the material was donated within the last 20 years, attempts will be made to contact the donor to return the item.
- Non Accredited museums will be considered for potential rehoming of objects, this will be reviewed on a case by case basis by the NMS Rationalisation Committee

- Material in which no interest is expressed will be either returned to the core collections, sold at auction or destroyed; these options are reviewed on a case by case basis by the Rationalisation Committee.
- Complete records of all transactions and processes will be kept.

2 **Review of social history (ordnance) collections at Lynn Museum**

The collections at Lynn Museum are regularly reviewed as part of the NMS collections management programme, this includes ensuring that all legislative requirements are met in regard to hazardous materials. As part of a county programme of ordnance audit, Sgt Heydon of Merville Barracks Colchester visited Lynn Museum Stores to assess the relevant collections to issue a Certified Free From Explosives Certificate (CFFE). At the time of the visit, some items were found to contain explosives and as such, it was not possible to be issued with a CCFE certificate for these items. Due to the nature of this audit, and small scale of these objects they were removed immediately by Sgt Heydon and taken to Army Melville Barracks Colchester for immediate safe disposal.

MOD Explosive Regulations, DSA03.OME Part 2 (JSP 482) Chapter 27 Annex C states that the CFFE regime is applicable to munitions held in museums. There are a number of museums within the Inspector of Explosives (Army) (IE(A)) area of responsibility, therefore to ensure that all artefacts are safe for exhibition they must be subject to the CFFE procedure.

2.1 A review of these collections has been undertaken in order to:

- Remove threats posed by hazardous material
- Remove threats posed by inappropriate storage conditions
- Ensure that NMS are fully compliant with appropriate legislation

2.2 Following the agreed process, the attached list of objects (Appendix 2) has been identified for retrospective deaccessioning and subsequent destruction.

The objects listed in Appendix 2 have been identified by the Collections Manager as candidates for retrospective deaccessioning and agreed disposal. The list has been scrutinised by the NMS' internal Rationalisation Committee, which comprised the Collections Development Manager, the Senior Conservation Officer, Registrar, Collections Development Officer.

3 **Resource Implications**

3.1 **Finance:** a budget of £1000 may be required to pay for removal firm's charges and possible destruction or rubbish disposal. NMS staff based

in Norwich or other sites may be required to visit King's Lynn for advice and their transport costs paid for.

4 Equality Impact Assessment

- 4.1 NMS puts diversity, equality and community cohesion at the heart of service development and service delivery. It aims to ensure that activities included in the service plan are accessible to diverse groups in Norfolk and that all policies, practices and procedures undergo equality impact assessment. These impact assessments help the service focus on meeting the needs of customers in relation to age, disability, gender, race, religion & belief and sexual orientation.

This report has no equality implications.

5 Section 17 – Crime and Disorder Act

There are no Section 17 implications.

6 Risk Implications/Assessment

There is a risk that signification collections will be inadvertently be deaccessioned, or that material acquired with external funds will be disposed of without permission. These risks have been managed in the following ways:

- The collections review has been undertaken following good practice guidelines set out by the Museums Association and Arts Council England. This ensures that any legal considerations and the public interest, such as past donors or funders, have been considered.
- The Curator and Collections Manager has used their knowledge to identify objects appropriate to this review, using the NMS Collections Development Policy for reference. The list has been scrutinised by the NMS's Internal Rationalisation Committee, which comprises the Collections Development Manager, the Senior Conservation Officer, Registrar, Collections Development Officer. The status quo involves risk as retaining material of hazardous material, poor quality and in poor storage conditions increases risk to other valuable collections and to the staff and public.

7 Conclusion

This collections review is proposing to remove items that are not compliant with said legislation and meeting our responsibility for ensuring the safety of all staff, visitors and collections.

8 Recommendation

Members are asked to agree that the objects listed in Appendix 2 are deaccessioned.

Officer Contact

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Collections Development Policy

Names of museums: Norwich Castle Museum & Art Gallery; Museum of Norwich at the Bridewell; Stranger's Hall; Royal Norfolk Regimental Museum; Gressenhall Farm & Workhouse; Lynn Museum; Ancient House Museum of Thetford Life; Cromer Museum; Time & Tide Museum; Elizabethan House; The Tolhouse

Name of governing body: The Joint Museums Committee of Norfolk County Council

Date on which this policy was approved by governing body: July 2018

Policy review procedure: the Collections Development Policy will be published and reviewed from time to time, at least once every five years.

Date at which this policy is due for review: July 2022

Arts Council England will be notified of any changes to the Collections Development Policy, and the implications of any such changes for the future of collections.

Background to the Policy

This policy sets out the principles that will provide the partners to the Joint Museums Agreement and staff of Norfolk Museums Service (NMS) with a framework for the scrupulous and ethical acquisition and disposal of collections using clear procedures and decision-making processes common to UK museums in the Accreditation Scheme. It is based upon the template provided by Arts Council England for museums applying to the Accreditation Scheme, last updated in 2014.

Implementing the policy will enable museums of NMS to demonstrate the public benefit in their actions relating to the acquisition and disposal of collections. It provides a basis for open and transparent decision-making and an informed dialogue between governing bodies, donors, funding bodies and other stakeholders.

This policy applies to:

- material which NMS museums own or to which they intend to acquire legal title
- material which the NMS museums own and have accessioned into their collections or intend to own and accession into the collection.

The acquisition, management and disposal of collections will flow from:

- the Joint Museums Agreement and statement of purpose
- the legal basis on which the collections are held
- the public benefit derived from the effective use and management of the collections
- an assessment of the needs of the museum's collections
- the collections held by other museums and organisations collecting in the same or related geographic areas or subject fields.

Ownership of the collections

NMS is managed under a Joint Museums Agreement, established in 1974 and last re-negotiated in 2006, between Norfolk County Council (NCC) and district councils (Norwich City Council, North Norfolk District Council, Great Yarmouth Borough Council, King's Lynn & West Norfolk Borough Council, Breckland District Council, South Norfolk District Council and Broadland District Council). Material acquired by a museum is understood to be owned by the partner council in whose district the museum resides but managed by the Joint Museums Committee. The agreement acknowledges that in the event of the ending of the Joint Museums Agreement the collections revert to the district, except for material that was specifically acquired with purchase funds provided by Norfolk County Council.

Any disposal of collections will be approved initially by Area Museum Committees (representing the interests of the district) and ultimately by the full Joint Museums Committee.

The collections of the Royal Norfolk Regimental Museum are owned by the Trustees of the Royal Norfolk Regimental Museum, and accordingly disposals are approved by them.

1. NMS Statement of Purpose

Norfolk Museums Service is a multi-award winning service comprising ten museums and a study centre. The Service aims to inform and inspire people's interest in the cultural and natural heritage of Norfolk, and address relevant contemporary issues by:

- Collecting, preserving and interpreting material evidence of the past
- Stimulating creativity, inspiration and enjoyment
- Providing an enjoyable way to learn throughout life
- Engaging with the widest possible audience
- Enriching people's lives and creating a sense of place and identity
- Enabling people to understand and value other cultures

NMS is one of 16 Major Partner Museums receiving substantial revenue funding from Arts Council England in order to achieve ACE's strategy for the arts and culture sector:

- Goal 1. Excellence is thriving and celebrated in the arts, museums and libraries

- Goal 2. Everyone has an opportunity to experience and be inspired by the arts, museums and libraries
- Goal 3. The arts, museums and libraries are resilient and environmentally sustainable •
- Goal 4. The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled
- Goal 5. Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

The governing body will ensure that both acquisition and disposal are carried out openly and with transparency.

By definition, NMS has a long-term purpose and holds collections in trust for the benefit of the public in relation to its stated objectives. The governing body therefore accepts the principle that sound curatorial reasons and due diligence must be exercised before consideration is given to any acquisition to the collection, or the disposal of any items in NMS' collection.

Acquisitions outside the current stated policy will only be made in exceptional circumstances.

NMS recognises its responsibility, when acquiring additions to its collections, to ensure that care of collections, documentation arrangements and use of collections will meet the requirements of the Museum Accreditation Standard. This includes using Spectrum primary procedures for collections management. It will take into account limitations on collecting imposed by such factors as staffing, storage and care of collection arrangements.

NMS will undertake due diligence and make every effort not to acquire, whether by purchase, gift, bequest or exchange, any object or specimen unless the governing body or responsible officer is satisfied that NMS can acquire a valid title to the item in question. This procedure will be in line with NMS Due Diligence Policy.

NMS will not undertake disposal motivated principally by financial reasons

2. History of the collections

NMS' collections have disparate origins. Further details about the history of individual collections are given in the appendices for each museum:

- Appendix 1 Norwich Castle Museum & Art Gallery
- Appendix 2 Museum of Norwich at the Bridewell
- Appendix 3 Strangers' Hall
- Appendix 4 Royal Norfolk Regimental Museum
- Appendix 5 Gressenhall Farm & Workhouse
- Appendix 6 Lynn Museum
- Appendix 7 Ancient House Museum of Thetford Life
- Appendix 8 Cromer Museum

3. An overview of current collections

The collections of NMS reflect the history and character of the county of Norfolk. Due to earlier collecting practices there are also collections of non-local material with wider historic and cultural significance.

- **Norwich Museums collections** comprise:

Norwich Castle Museum & Art Gallery with specialist Designated collections of archaeology, fine and decorative art, and natural history. The museum also holds a nationally-significant costume and textiles collection. The curatorial offices and many of the collections of NMS are housed at the adjacent **Norwich Castle Study Centre** in the Shirehall.

The **Museum of Norwich at the Bridewell** and **Strangers' Hall Museum** have the bulk of the social history collections, with Strangers' Hall concentrating on domestic life and the Museum of Norwich on the story of Norwich, its communities and trades and industries.

The **Royal Norfolk Regimental Museum** houses the regimental collection and since 2013 has formed part of Norwich Castle Museum.

There are also important ecclesiastical collections from the former St. Peter Hungate Museum (closed 2001), which are now housed mainly at the Museum of Norwich and the **Norfolk Museums Collections Centre** at Gressenhall.

- **Gressenhall Farm and Workhouse** houses a county-wide collection reflecting the rural way of life of the county, principally of the 19th and 20th centuries. New displays and archives relating to the stories of people who lived and worked in the workhouse. The site also includes the **Norfolk Museums Collections Centre**, the central store for collections from across NMS.
- **Lynn Museum** reflects the history and character of King's Lynn, west Norfolk and the Fens, including a Bronze Age timber circle from Holme-next-the-Sea.
- The **Ancient House Museum of Thetford Life** reflects the history and character of Thetford and Breckland.
- **Cromer Museum** reflects the history and character of Cromer and its environs. It has a strong collection of photographs of the town.
- **Great Yarmouth Museums** comprise **Time and Tide**, the **Tolhouse Museum** and **Elizabethan House Museum**. Their collections chiefly reflect the history and character of Great Yarmouth and its connections with the sea.

- Further details about individual collections, also details relating to themes and priorities for future collecting and disposal are given in the appendices for each museum:

Appendix 1	Norwich Castle Museum & Art Gallery
Appendix 2	Museum of Norwich at the Bridewell
Appendix 3	Strangers' Hall
Appendix 4	Royal Norfolk Regimental Museum
Appendix 5	Gressenhall Farm & Workhouse
Appendix 6	Lynn Museum
Appendix 7	Ancient House Museum of Thetford Life
Appendix 8	Cromer Museum
Appendix 9	Time & Tide, Elizabethan House, Tolhouse (Great Yarmouth Museums)

4. Themes and priorities for future collecting

While historically each museum has had its own collecting policy, NMS takes a county-wide approach to its collecting ambitions. It is also reviewing and rationalising the collections which it holds.

General aims in collecting applicable to all NMS museums and collections:

To enhance the existing areas for collecting for individual departments and museums, these are described in the appendices for each museum / department.

The main collecting area is Norfolk and collections relating to the county, potentially covering all periods from prehistoric to modern. Acquisitions will include material originating from, used in or with strong connections with Norfolk and people and institutions connected with the county. Exceptions may include:

- Certain subject areas where it is desirable to collect from outside the county on a limited basis in order to place the Norfolk heritage in context.
- Where the administrative boundary of the county falls awkwardly across natural features it may be desirable to extend collecting to a limited extent. This will be subject to an understanding with neighbouring museums.
- In order to enhance the collections in selected cases where the existing collection is not primarily based on the collecting area of Norfolk, for instance in Fine and Decorative Art or Archeology.

Digital collecting: the acquisition of born-digital material, this is subject to the same policies and decision-making processes as other object types. This is an emerging area of collections development, we will work with stakeholders, for example the NRO, and professional advisors in establishing robust procedures for collecting and archiving born-digital material.

- Photographic collections are generally referred to Norfolk Library & Information Service; archival collections are generally referred to Norfolk Record Office. See section 8 Archival holdings for more detail.

5. Themes and priorities for rationalisation and disposal

NMS recognises that the principles on which priorities for rationalisation and disposal are determined will be through a formal review process that identifies which collections are included and excluded from the review. The outcome of review and any subsequent rationalisation will not reduce the quality or significance of the collection and will result in a more useable, well managed collection.

The procedures used will meet professional and ethical standards. The process will be documented, open and transparent. There will be clear communication with key stakeholders about the outcomes and the process.

For rationalisation and disposal themes and priorities for individual museums see the appendices for each museum / department.

6. Legal and ethical framework for acquisition and disposal of items

The museum recognises its responsibility to work within the parameters of the Museum Association Code of Ethics when considering acquisition and disposal.

7. Collecting policies of other museums

Norfolk Museums Service will take account of the collecting policies of other museums and other organisations collecting in the same or related areas or subject fields. It will consult with these organisations where conflicts of interest may arise or to define areas of specialism, in order to avoid unnecessary duplication and waste of resources.

Specific reference is made to the following museums/organisations:

- 100th Bomb Group Memorial Museum
- Bishop Bonner's Cottage Museum
- Bressingham Steam Museum
- Diss Museum
- Fakenham Museum of Gas & Local History
- Mundesley Maritime Museum
- Museum of the Broads
- Nelson Museum
- RNLI Henry Blogg Museum
- Sheringham Museum
- Swaffham Heritage
- True's Yard Fishing Heritage Museum

- William Marriott Museum and North Norfolk Railway
- Wymondham Heritage Museum

For individual NMS museums, detailed references to the collecting policies of other museums can be found in museum / department appendices:

In addition, NMS recognises the collecting policies of other national and regional museums and will consult with those organisations before collecting material which may complement their collections. NMS also recognises and will consider the collecting policies of non-Accredited museums and other heritage organisations which aim to keep collections within the public domain. It will maintain relationships with organisations in Norfolk and further afield, including members of the Museums Norfolk group, the History of Advertising Trust, the National Trust, and English Heritage.

NMS will pay particular attention to the collecting policies of Norfolk Library & Information Service and Norfolk Record Office, as described in Section 4, Themes and Priorities for Future Collecting.

8. Archival holdings – photographs & archives

NMS has historically collected photographs and archives. These collections are no longer added to, except in the circumstances described below.

Photographic collections

Photographic collections are held by all NMS departments and museums, and span the period 1840s to the present day; the bulk of collections date to the late 19th to early 20th centuries and 1970s to 1990s. Overall they comprise a very significant visual record which contributes significantly to the regional and national photographic heritage.

The Local Studies Library of Norfolk Library & Information Service (NLIS) is the primary collector of historic photographic material in Norfolk. It collects photographs related to Norfolk from across the whole of the county and covering all subject areas. For this reason it is important to avoid duplication in collecting across NCC Cultural Services.

NMS museums will collect only photographs which add context to or complement objects already in its own collections. Significant photographic material, whether single images or whole collections (including albums), will only be acquired in consultation with the NLIS Local Studies Library. NMS Museums should direct all photographs unconnected to their specialist subject areas to the NLIS Local Studies Library.

Archives

Archives are held by all NMS departments and museums, and span the medieval period to the present day. The most significant archives are held by the Archaeology Department of Norwich Castle Museum, and includes material relating to Norwich Castle as a prison.

The Norfolk Record Office (NRO) is the primary repository of archives in Norfolk and collects material from across the county covering all historical periods to the present day and from all subject areas. As with photographs it is important to avoid duplication in collecting across NCC Cultural Services.

NMS museums will collect only archival material which adds context to or complements objects already in its own collections. Significant archival material, from single items to entire archives, will only be acquired in consultation with NRO.

9. Acquisitions

The policy for agreeing acquisitions will be managed by an Acquisitions Committee.

The Committee comprised of relevant curators, representatives from collections management and conservation departments, will convene to make decisions about potential acquisitions. Taking into consideration the individual collecting policy and resource implications.

Curators are required to provide sufficient information about the proposed acquisition to enable the Committee to come to a decision on whether to accept or reject a proposal. Information should include:

- Brief details of the object, including dimensions and condition
- A completed due diligence checklist and risk assessment
- The particular reason(s) the object is proposed for collecting, including its relevance to the museum's own collecting policy
- Details of proposed storage location
- Details of potential risks: physical or reputational

In exceptional cases the Committee may agree to retrospective approval of an acquisition. This will be where:

- The curator has carried out due diligence and risk-assessed the acquisition, has a clear idea of its significance to the collecting policy, and is able to identify suitable storage; *and*:
- it was not possible to consult about the acquisition due to pressures of time. For example, an offer which would be withdrawn if not collected immediately; or one which requires urgent fundraising and a Committee cannot be convened in time.

Once agreed, Spectrum entry procedure and documentation as outlined in the NMS Documentation Procedural manual is to be completed.

10. National and International Standards

NMS will not acquire any object or specimen unless it is satisfied that the object or specimen has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation of that country's laws. (For the purposes of this paragraph 'country of origin' includes the United Kingdom).

In accordance with the provisions of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, which the UK ratified with effect from November 1 2002, and the Dealing in Cultural Objects (Offences) Act 2003, NMS will reject any items that have been illicitly traded. The governing body will be guided by the national guidance on the responsible acquisition of cultural property issued by the Department for Digital Culture, Media and Sport (DCMS) in 2005.

This will be identified in accordance with the NMS Due Diligence checklist.

11. Human remains

NMS holds human remains from any period, as such it will follow the procedures in the 'Guidance for the care of human remains in museums' issued by DCMS in 2005.

NMS does not hold or intend to acquire any human remains under 100 years old.

This will be identified in accordance with the NMS Due Diligence checklist.

12. Biological and Geological material

NMS will not acquire by any direct or indirect means any specimen that has been collected, sold or otherwise transferred in contravention of any national or international wildlife protection or natural history conservation law or treaty of the United Kingdom or any other country, such as the 1973 Convention of International Trade in Endangered Species of Wild Fauna and Flora (CITES) or the Wildlife and Countryside Act 1981, and taking into consideration The Ivory Bill 2018. This will be identified in accordance with the NMS Due Diligence checklist.

13. Archaeological material

NMS will not acquire archaeological material in any case where the governing body or responsible officer has any suspicion that the circumstances of their

recovery involved a failure to follow the appropriate legal procedures. This will be identified in accordance with the NMS Due Diligence checklist.

In England, Wales and Northern Ireland the procedures include reporting finds to the landowner or occupier of the land and to the proper authorities in the case of possible treasure (i.e. the Coroner for Treasure) as set out in the Treasure Act 1996 (as amended by the Coroners & Justice Act 2009).

14. Exceptions

Any exceptions to the above clauses will only be because NMS is:

- acting as an externally approved repository of last resort for material of local (UK) origin
- acting with the permission of authorities with the requisite jurisdiction in the country of origin

In these cases NMS will be open and transparent in the way it makes decisions and will act only with the express consent of an appropriate outside authority. NMS will document when these exceptions occur.

15. Spoliation

NMS will use the statement of principles issued by National Museums Directors Conference on 'Spoliation of works of Art during the Holocaust and World War II period' in 1998, updated 2016

16. The Repatriation and Restitution of objects and human remains

NMS's governing body, acting on the advice of the NMS professional staff, may take a decision to return human remains (unless covered by the 'Guidance for the care of human remains in museums' issued by DCMS in 2005), objects or specimens to a country or people of origin. NMS will take such decisions on a case by case basis; within its legal position and taking into account all ethical implications and available guidance. This will mean that the procedures described in 16.1-5 will be followed but the remaining procedures are not appropriate.

17. Disposal procedures

All disposals procedures will be undertaken with reference to the Spectrum Primary Procedures on disposal, the Museums Association (MA) Code of Ethics and MA disposal toolkit.

Disposal for financial reasons is not an route for disposal of NMS collections

NMS Disposal Committee comprising the Chief Curator, Departmental Curator, Collection Development Manager, Registrar, Head of Conservation will recommend to AMC and JMC objects for disposal.

A decision to dispose of a specimen or object, whether by gift, exchange, sale or destruction (in the case of an item too badly damaged or deteriorated to be of any use for the purposes of the collections or for reasons of health and safety), will be the responsibility of NMS' governing body acting on the advice of professional curatorial staff, if any, and not of the curator or manager of the collection acting alone.

The governing body will confirm that it is legally free to dispose of an item. Agreements on disposal made with donors will also be taken into account.

When disposal of a museum object is being considered, the museum will establish if it was acquired with the aid of an external funding organisation. In such cases, any conditions attached to the original grant will be followed. This may include repayment of the original grant and a proportion of the proceeds if the item is disposed of by sale.

The decision to dispose of material from the collections will be taken by the governing body only after full consideration of the reasons for disposal. Other factors including public benefit, the implications for the museum's collections and collections held by museums and other organisations collecting the same material or in related fields will be considered. Expert advice will be obtained and the views of stakeholders such as donors, researchers, local and source communities and others served by the museum will also be sought.

Once a decision to dispose of material in the collection has been taken, priority will be given to retaining it within the public domain. It will therefore be offered in the first instance, by gift directly to other Accredited Museums likely to be interested in its acquisition.

If the material is not acquired by any Accredited museum to which it was offered as a gift then the museum community at large will be advised of the intention to dispose of the material normally through a notice on the MA's Find an Object web listing service, an announcement in the Museums Association's Museums Journal or in other specialist publications and websites (if appropriate).

The announcement relating to gift will indicate the number and nature of specimens or objects involved, and the basis on which the material will be transferred to another institution. Preference will be given to expressions of interest from other Accredited Museums. A period of at least two months will be allowed for an interest in acquiring the material to be expressed. At the end of this period, if no expressions of interest have been received, NMS may consider disposing of the material to other interested individuals and organisations giving priority to organisations in the public domain.

Any monies received by the museum governing body from the disposal of items will be applied solely and directly for the benefit of the collections. This normally means the purchase of further acquisitions. In exceptional cases, improvements relating to the care of collections in order to meet or exceed Accreditation requirements relating to the risk of damage to and deterioration of the collections may be justifiable. Any monies received in compensation for the damage, loss or destruction of items will be applied in the same way. Advice on those cases where the monies are intended to be used for the care of collections will be sought from the Arts Council England.

The proceeds of a sale will be allocated so it can be demonstrated that they are spent in a manner compatible with the requirements of the Accreditation standard. Money must be restricted to the long-term sustainability, use and development of the collection.

Full records will be kept of all decisions on disposals and the items involved and proper arrangements made for the preservation and/or transfer, as appropriate, of the documentation relating to the items concerned, including photographic records where practicable in accordance with Spectrum procedure on deaccession and disposal.

Disposal by Exchange

The nature of disposal by exchange means that the museum will not necessarily be in a position to exchange the material with another Accredited museum. The governing body will therefore ensure that issues relating to accountability and impartiality are carefully considered to avoid undue influence on its decision-making process.

If the exchange is proposed with an Accredited non-Accredited museum, with another type of organisation or with an individual, the museum will place a notice on the MA's Find an Object web listing service, or make an announcement in the Museums Association's Museums Journal or in other specialist publications and websites (if appropriate).

Both the notification and announcement must provide information on the number and nature of the specimens or objects involved both in the museum's collection and those intended to be acquired in exchange. A period of at least two months must be allowed for comments to be received. At the end of this period, the governing body must consider the comments before a final decision on the exchange is made.

Disposal by Destruction

Destruction is an acceptable method of disposal in cases where an object is in extremely poor condition, has high associated health and safety risks or is part of an approved destructive testing request identified in an organisation's research policy.

Where necessary, specialist advice will be sought to establish the appropriate method of destruction. Health and safety risk assessments will be carried out by trained staff where required.

The destruction of objects should be witnessed by an appropriate member of the museum workforce. In circumstances where this is not possible, e.g. the destruction of controlled substances, a police certificate should be obtained and kept in the relevant object history file.

Objects disposed in this manner will be reported to AMC / JMC retrospectively if the object poses a risk and therefore requires immediate destruction.

Record number	Object simple name	Brief Description	Image	Disposal Reasons
KILLM : 1994.23.2	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.3	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.4	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.5	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.6	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.7	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019

Record number	Object simple name	Brief Description	Image	Disposal Reasons
KILLM : 1994.23.8	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.9	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.10	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.11	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.12	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.13	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019

Record number	Object simple name	Brief Description	Image	Disposal Reasons
KILLM : 1994.23.14	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019
KILLM : 1994.23.15	cartridge	DISPOSAL One of fifteen German cartridges, mounted, framed and glazed (space for one other.)		Found to contain explosives so the object was removed by the army for safe disposal Kett, Wayne 27.9.2019

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

Date: December 19th 2019

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 2019. Key tourism marketing continued, with production of the full range of printed guides for 2019 whilst also continuing to focus more attention on digital activity, especially the new Explore West Norfolk website and two mobile apps for visitors.

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 without a full-time manager in place.

2 Printed Marketing

2.1 2020 West Norfolk Holiday Guide

The final copies of the existing, 2019 West Norfolk Holiday Guide was made available through the TICs in December before the printing of the 2020 edition happens in late-December (25,000 copies to be printed once again) for early 2020 distribution. The design of this new edition started in late August 2019, with final proofing having been completed on Friday 13th December (slightly ahead of last year's schedule).

2.2 2020 Where to Go & What to Do

The majority of the 2019 edition (with the continued print-run of 220,000 copies) has now been distributed through the main distribution agencies, with some copies still available in our local TICs until February 2020. The graphic design of the 2020 edition has already begun (the design work and advertiser contact started in September 2019).

2.3 Discover King's Lynn

The 2020 edition is set to be published in early February 2020. Almost all of the print run of 160,000 has now been distributed for this year's edition, and letters to featured venues within the publication were sent out on Friday 13th December 2020.

2.4 Hunstanton Mini Guide and Downham Market Mini Guide

Both guides were updated, with 50,000 copies of the Hunstanton Mini Guide and 17,000 copies of the Downham Market Mini Guide having been printed in the Spring of 2019. The 2020 edition will likewise be updated, printed (in the same amount) and distributed in Spring 2020 – the exact date of the 2020 distribution dependent on how many of the existing guides are still in circulation at that time.

2.5 Other publications

The Borough Council continues in their support for the King's Lynn Town Guides by having arranged the print and distribution of the 2019 King's Lynn Guided Walks programme up until the end of the year's walks programme (October 29th 2019). Next year's publication will be produced and distributed by the end of March 2020, once again supported by the

Borough Council. We also continued our support for the King's Lynn Heritage Open Day by funding and proofing the print and distribution of the HOD guide.

3 Digital Marketing

3.1 www.visitwestnorfolk.com

A marketing campaign to attract new and additional use of the website took place over the Easter holiday period of 2019 (including Facebook and other social media advertising conducted by an external digital marketing company for the department). However, the bulk of the digital marketing budget for the tourism department for 2019 had been allocated for the new Explore West Norfolk website and two accompanying visitor apps (all found at www.explorewestnorfolk.co.uk). Digital marketing for those products was conducted by an external marketing company throughout March and April 2019, linked to the public launch period for the items.

For the past 12 months there has been 631,452 page views specifically of Visit West Norfolk dynamic Venues/Accommodation/Event entries and a further 248,747 views of static text-based pages (throughout all sections) of our website too. This makes the total page views of our Visit West Norfolk website as being 880,199 views for the past 12 months (615,698 being the total for 2018, so it's been a particularly large increase in page views for this current year).

Growth in Page Views & Users of Visit West Norfolk *Dynamic Pages only* [over 2 years]



In contrast, the page views of *static pages only* have remained almost the same for 2019 when compared to 2018, continuing the trend for dynamic page visitor growth for *Visit West Norfolk* since 2017.

3.2 [Explore West Norfolk mobile phone apps \(launched Spring 2019\)](#)

3.2.1 The two new Explore West Norfolk apps, which provide interactive platforms to explore rural areas of West Norfolk's heritage and natural environment attractions (such as castles, medieval churches, famous historic houses and heritage sites) along with walking trails and cycling routes around the coast and countryside, were publicly launched in April 2019.

3.2.2 The project was externally funded by the LEADER programme and led by the externally-funded officer Undina Reinfelde for 12 months before leaving her post in March 2019. The project has become part of the ongoing portfolio of visitor products for the tourism department.

- 3.2.3 A marketing campaign to attract users to the new Explore West Norfolk and Walk West Norfolk apps took place from March-April period of 2019. This dual app/website promotional campaign was conducted over Facebook and Instagram platforms by Wolf Digital as well as on-air adverts by the KLFM digital marketing team. The geographical scope of the digital campaign reached as far as Lincolnshire.
- 3.2.4 Over 14,460+ users have accessed the new Explore West Norfolk website (28,731 page views) and have downloaded the two niche apps a total of 1,224 times across both main platforms from the start of the app launch up until mid-December 2019 (8.5 months).
- 3.2.5 In partnership with the County Council Norfolk Trails department, the Tourism department agreed to feature all 16 trails from the recent West Norfolk's Coastal Treasures book on the Walk West Norfolk app. After receiving all required data and photographs from Norfolk Trails, the department added all of their West Norfolk's Coastal Treasures trails to the Walk West Norfolk app by July 2019. The Tourism department sees this update as the first major expansion for our Explore West Norfolk platform as a whole and think that this is a great boost of vibrant new content for it.

3.3 Events

- 3.3.1 Up until December 16th 2019, this year has seen 1,900+ events promoted as entries on the website/app, with 96,165 views of individual events already (up until the start of December 2019), so it can be predicted that there will have been an increase of at least 15,000 event listing views by the end of this calendar year, continuing the upward trend of the previous two years.
- 3.3.2 Of this notable increase there were nearly 4,000 more events listing views in June 2019 and over 5,500 more views of our events listings in July 2019 compared to the same months from the previous year (12,933 views of our Events listings in July 2019 compared to 7,405 views in July 2018, for example).
- 3.3.3 For the past 2 years we have continued to make a deliberate effort to illustrate each and every event entry on our site listings (with at least one photograph in each entry) to help increase the 'page visitor' appeal for our Events listings.
- 3.3.4 We need to encourage more rural tourism businesses to use our events database not only to promote their own events, but also for businesses to use it as a resource to promote upcoming events in their locality which may be of interest to their customers. The Tourism department has arranged a meeting with Downham Market Town Council in mid-January 2020 with the aim for closer partnership working regarding the promotion of that town's events throughout 2020, as well as an invitation for the Downham Market Town Council to provide input for our *Downham Market Mini Guide* publication.

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 approaching its final year of its implementation and the action plan for 2020 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 possible formation

of a future Destination Management Plan (working from the January 2020 WNTF meeting onwards).

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 and a new set of online "Perfect Year-Round" short promotional films shot across Norfolk by Geocast throughout 2019. These films can be seen here: www.visitnorfolk.co.uk

5.1.2 Love West Norfolk's "Perfect West Norfolk Day" campaign was launched in July and the Tourism department, along with the Communications department, had been supplying and retweeting the content from the Love West Norfolk account. The overall winner was announced in July and the Tourism department continues to attend workshops and meetings with Love West Norfolk to explore how we can continue to actively work together with that brand in the future.

5.2 External Promotions for 2019

5.2.1 Aside from usual promotional appearances in national and regional tourism publications (such as the Kingfisher Tourism Guide, Coach Drivers Yearbook, Norfolk Coast Guardian, Destination East Anglia, Eastlife Magazine and The Guardian's Travel Guide pull-out in April 2019) the west Norfolk tourism department submitted a notable article and advertisement for the June 2019 edition of the Group Leisure & Travel Magazine, as part of a 5-page magazine special feature on Norfolk for group tour operators.

5.2.2 Following the theme of increased promotion to group tour operators in 2019 via the above-mentioned Group Leisure & Travel Magazine, the Tourism department also supplied a full-page advertorial for the Coach Touring Magazine, specifically for their magazine special 'The Guide to Norfolk and Suffolk for Groups' which was first circulated from mid-Summer 2019 onwards.

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.

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KING'S LYNN & WEST NORFOLK AREA MUSEUMS COMMITTEE

17th December 2019

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 hosted 7 main exhibitions. Subjects included The Showman's Guild, Shops of Lynn, Maritime Art, 150th Anniversary of the Alexandra Dock, The North End Society Protests, Places and Faces, and Cinemas in Lynn. We also held smaller Children's exhibitions.

1.2 The major temporary exhibition for 2019 was *150th Anniversary of the Alexandra Dock*- part of a larger collaborative project of the same name. Working with Associated British Ports and the Lynn News a short story competition called *Stories of the Sea* was run. In January there will be a special ceremony where the winner and runners up will be presented with their prizes and take part in burying a time capsule. 1st prize went to Jacob Chalke for his story Submersible Sid the Sandbank Kid. He will receive £200 worth of book tokens and his school St Clement's High a donation of £600 from Associated British Ports.

1.3 The next exhibition will be *Fantastic Beards and Where to Find Them*- a collaboration with Captain Fawcett's Museum. A light hearted exhibition to brighten a gloomy January detailing the array of facial hair amongst the North End community. It will be the first of many collaborative exhibitions in 2020.

1.4 Our Autumn True's Talks were once again very popular. Subjects included Hanse Merchants, Edith Cavell, Literary Lynn, and Viking Age Scandinavia. The Spring Series which starts in February features topics such as St George's Guildhall, Victorian Buildings in Lynn and our wildcard The Many Mysteries of Easter Island

1.5 True's Yard took part in Heritage Open Day welcoming 875 visitors.

2. Other Museum Developments

2.1 Events

Events held

- **18th June Fundraising Fashion Show**
- **19th June Midsummer Dinner**
- **29th June King's Lynn Steampunk Society Pirate Day**
- **12th July 'Activity' Day**

- 27th July Norfolk Day
- 4th September True's Tots
- 15th September Heritage Open Day
- 5th & 9th October Ghost Hunts
- 21st and 29th October Ghost Walks
- 25th October Paranormal Evening
- 31st October Haunted House
- 26th October- 30th November Local History Course
- 9th November Margery Kempe Day (new book launch)
- 3rd December Christmas Extravaganza
- 7th December Small Business Saturday
- Throughout December Christmas Craft workshops

Planned for 2020

- From 15th January True's Tots
 - 5th February Older Person's Open Day
 - 20th February Wartime Tea Dance
 - 31st March True's Yard Anniversary Dinner
 - 16th April Pat Midgley Memorial Lecture given by Dr Robert Anderson '*The Invention of Albertopolis: The Lasting Influence of Prince Albert on British Cultural Life*'
 - 31st October Haunted Museum
-

3. Friends of True's Yard

3.1 The Friends of True's Yard continue to fundraise throughout the year. This year they have been of immense help with the guttering repairs.

4. Partnerships

4.1 Christmas Extravaganza

Each year True's Yard holds a Carol Concert with the King's Lynn Male Voice Choir. Unfortunately, due to diminishing membership they were not able to offer the museum a carol concert this year. So we decided to try something different and team up with St Nicholas' Chapel and many others to put on something much bigger. There was a pop up Christmas Market, organ recital and historical readings. The Kick the Dust's youth group created an innovative 12 Aspects of Christmas display. Christmas Carols performed by a variety of choirs including St Edmund's School Choir, Heacham Girl Guides and the Guildhall Singers. Plus, a beautiful rendition of Silent Night by Emily Blake. There was also a performance of A Condensed Christmas Carol- Dicken's Christmas Classic reduced to 15 minutes. The evening welcomed 408 guests and raised around £500 in donations.

4.2 Heritage Learning Forum

The Heritage Learning Forum based at Stories of Lynn has representatives from King's Lynn Borough Council, King's Lynn Town Guides, Community Action Norfolk, Lynn Festival, King's Lynn Library, Marriott's Warehouse, Time Credits, Lynn Museum; Voluntary Norfolk, Tourism Support Officer, 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.

This year the collaborative Project was Street Art with the aim to develop new art pieces around the town to improve the area for locals and visitors. Workshops were held to see what mediums of art were popular and for ideas as to what people might like to see. These were popular, the Street Art workshop at True's Yard attracted 46 children and their families. There is certainly more scope for future artistic workshops. A new timeline art piece was also created out of the project by Nicola Murray Woods. To further encourage engagement with art Christmas Craft workshops were held throughout December.

As of January 2020 I will take over the leadership of the Heritage Learning Forum.

5 Learning and Outreach

5.1. This year we repeated our partnership with Historic England Heritage Schools to hold a CPD Day for teachers to encourage more schools visits and get feedback on how we can improve our school offer. Our loan boxes are proving popular and we've had some successful children's activity days this year.

On the 9th November the Mayor kindly launched our latest children's history book about Margery Kempe and distribution is already underway to Year 5 pupils within King's Lynn.

Our True's Tots sessions which were launched last year were given a new lease of life thanks to a grant from Freebridge and were so well attended it had to be moved to a bigger room.

6 Visitor Numbers

The figures for 2018/19 were 13,128. Currently our visitor numbers as of 11th December are 10,708 which is around 1,000 visitors ahead of where we were this time last year.

7 Resource Implications

Finance- cost cutting and fundraising has been a priority and the Finance Committee is pleased with the significant progress made.

Property- None at this time.

Staff- None at this time.

8 Recommendations

That the Area Museums Committee notes the report.

Originator of report:
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