

**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, 21st September, 2020 at 1.00 pm in the Remote Meeting on Zoom and available for the public to view on WestNorfolkBC on You Tube - Zoom and You Tube**

**PRESENT:** Councillor Mrs E Nockolds (Chair)  
Councillors A Bubb, M de Whalley and A Tyler

**Officers:**

R Hanley, Norfolk Museums Service  
R Williams, Learning and Engagement Officer

**1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Borough Councillor A Kemp, County Councillors H Humphrey, T Smith and J Ward, Susan Thompsons (Friends of Lynn Museum).

**2 MINUTES**

The minutes of the meeting held on 8 January 2020 were agreed as a correct record.

**3 MATTERS ARISING**

The Chair informed the Committee of the following:

The restored black and white photographs of the Guildhall, the work was undertaken on the photographs was paid for by an anonymous individual, would hopefully be on display in the Art Galley during King's Lynn Festival in February 2021.

Lady Fermoy Portrait was unveiled in February 2020 during the promotion of the 70<sup>th</sup> anniversary of the Summer Festival programme.

**4 DECLARATIONS OF INTEREST**

There were no declarations of interest.

**5 MEMBERS ATTENDING UNDER STANDING ORDER 34**

There were no Members present under Standing Order 34.

## 6 **REPORT OF THE ASSISTANT HEAD OF MUSEUMS**

[Click here to view a recording of this item](#)

The Assistant Head of Museums presented a report which provided information on the King's Lynn Museum activities in the period from December 2019 to August 2020.

The Assistant Head of Museums responded to questions and comments in relation to:

- Target date for re-opening Lynn Museum. Once the date had been confirmed the Committee would be notified.
- NMS Teaching Museum traineeship.
- Number of participants for the on-line Dinosaur Event (24 households).
- Volunteers and how contact had been maintained during the pandemic.
- Importance of partnership working.
- Loss of income during the pandemic and application made to the emergency funding from the Arts Council, the outcome of which is awaited.
- Overview of social media work undertaken by the Lynn Museum.
- Thomas Baines Exhibition – the Assistant Head of Museums undertook to confirm if the two sketch books of watercolours made when he was a teenager would be included.
- Kick the Dust Project.

The Chair thanked the Assistant Head Museums for the detailed and informative report and on behalf of the Committee congratulated the Museums Team for the excellent work that had been carried out via social media during the Pandemic lockdown period to keep people involved with the local history and Lynn Museum.

The Treasurer of the Friends of Lynn Museum provided the Committee with a verbal update.

The Chair thanked the Friends for the valuable work which they undertook at the Lynn Museum.

## 7 **STORIES OF LYNN (BOROUGH COUNCIL) - LEARNING AND ENGAGEMENT UPDATE REPORT FROM RACHAEL WILLIAMS**

[Click here to view a recording of this item](#)

The Committee received an update report from the Learning and Engagement Officer for the period 8 January to 8 September 2020.

The Learning and Engagement Officer responded to questions and comments in relation to:

- Kick the Dust Project and the use of regular zoom meetings during the pandemic..
- Social Media data and commentary (to be circulated with the Minutes.
- Heritage Education Network (HEN3).

The Chair thanked the Learning and Engagement Officer for an interesting and informative report and for the excellent work undertaken to engage with young people.

8 **DATE OF NEXT MEETING**

The next meeting of the King's Lynn and West Norfolk Area Museums Committee will take place on 18 January 2021 at 2 pm, venue to be advised.

**The meeting closed at 2.20 pm**

## Stories of Lynn Social Media Data for 17.4.20 – 21.9.20

Meeting Date	17/04/2020	21/05/2020	18/06/2020	20/08/2020	21/09/2020	Commentary (brief)
<b>Facebook - SOL</b>						
Likes	148	173	180	198	209	Highest in September
Page Views	42	263	75	159	76	Peak in August with holiday activities
Reach	418	564	475	2347	175	Peak with posts for Summer/VJ Day
Engagement with Posts	131	226	234	297	103	Engagement higher holiday activities
<b>Twitter - SOL</b>						
Tweets Posted	22	48	25	35	12	Lowest number of tweets but not lowest number of impressions.
Tweet Impressions	25,400	38,000	19,900	31,500	10,400	
Profile Visits	212	298	76	132	111	
Mentions	33	104	13	42	43	
Total Followers	548	587	592	614	624	13.86% increase April to September 2020
<b>Website - SOL</b>						
Sessions	553	2600	222	1115	721	
Individual Users	447	1847	210	859	557	
Page Views	959	6103	375	2647	1735	
Bounce Rate	69.08	61.08	71.17	52.29	46.19	Average rate, better to be lower.
Organic Searches	78	372	80	416	344	People actually searching for SOL
Length of time on site	1.1	2.22	0.45	2.06	1.3	(good average time on site is 2 secs)

REW 21.09.20