

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



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

## **Agenda**

Monday, 18th October, 2021  
at 2.15 pm

in the

**Assembly Room  
Town Hall  
Saturday Market Place  
King's Lynn**

Also available to view on  
<http://www.youtube.com/user/WestNorfolkBC>





King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX  
Telephone: 01553 616200  
Fax: 01553 691663

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

**DATE: KING'S LYNN AND WEST NORFOLK AREA  
MUSEUMS COMMITTEE - MONDAY, 18TH  
OCTOBER, 2021**

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

**TIME: 2.15 pm**

1. **APPOINTMENT OF CHAIR FOR THE MUNICIPAL YEAR 2021 TO 2022**
2. **APPOINTMENT OF VICE CHAIR FOR THE MUNICIPAL YEAR 2021 TO 2022**
3. **APOLOGIES FOR ABSENCE**  
To receive any apologies for absence.
4. **MINUTES** (Pages 6 - 8)  
The Committee is invited to confirm as a correct record the notes of the previous meeting.
5. **MATTERS ARISING**  
To consider any matters arising.
6. **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.

7. **REPORT OF THE ASSISTANT HEAD OF MUSEUMS** (Pages 9 - 24)

To consider the King's Lynn Museum Report.

8. **REPORT OF TRUE'S YARD MUSEUM** (Pages 25 - 27)

9. **REPORT OF THE BOROUGH COUNCIL** (Pages 28 - 31)

10. **DATE OF NEXT MEETING**

To note the date of the next meeting is 13 December 2021 at 2.15 pm in the Assembly Room, Town Hall, Saturday Market Place, King's Lynn.

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

Borough Councillors A Bubb, Chenery, M de Whalley, A Kemp, E Nockolds and A Tyler

Norfolk County Councillors L Bambridge, M Chenery C Dawson and N Daubney

Ex-Officio Non-Voting Members

Chairman, Joint Museums Committee – Councillor J Ward  
Vice-Chairman, Joint Museums Committee – Councillor R Kybird

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  
Oliver Bone, Curator, Lynn Museum  
Mr S Miller, Head of Norfolk Museums and Archaeology Service  
Mr P Eke, Senior Tourism Support Officer, Borough Council of King's Lynn and West Norfolk

For Further information, please contact:

Wendy Vincent  
Borough Council of King's Lynn & West Norfolk  
King's Court, Chapel Street

King's Lynn PE30 1EX

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

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

**Minutes from the Meeting of the King's Lynn and West Norfolk Area Museums Committee held on Monday, 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  
L Bavin – True's Yard Museum  
K Leonard – Friends of Lynn Museum

**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, for which the work 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**



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

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

**18 October 2021                      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 January to September 2021.**

**1. COVID-19 Service update**

1.1 Following periods of closure caused by the Coronavirus pandemic, Lynn Museum reopened to the public on 17 May 2021. Full safety measures have been put in place including hand sanitising facilities, additional ventilation and clearly signed routes. Staff have been trained in safe systems of working to operate the museum safely, including implementation of additional cleaning measures. Staff are provided with any identified PPE and a protective screen has been installed at the museum reception. Visits can be pre-booked using timed tickets available from the Art Tickets website. To accommodate social distancing, site visitor capacity has been reduced and the pre-booking of visits is encouraged.

1.2 All Norfolk Museums Service (NMS) museums closed to visitors on 19 March 2020 as a result of the Coronavirus pandemic. The majority of NMS non frontline staff have been working remotely from home since this time, although increased numbers of non-frontline staff have returned to the workplace from 4 October in line with arrangements at other Norfolk County Council (NCC) office hubs. Following a phased COVID-secure reopening of four NMS museum sites including Norwich Castle during July and August 2020, all NMS closed again from 5 November 2020 as part of the second national lockdown. Following the announcement that Norfolk would be in Tier 2, three NMS sites reopened to the public on Thursday 3 December 2020. These sites were Norwich Castle, Time & Tide Museum and Lynn Museum, with the seasonal site at Gressenhall remaining closed until the start of the 2021 season. Following the announcement that Norfolk would be in Tier 4 from Boxing Day, all NMS sites closed again with effect from 24 December 2020. Following the government

announcement that indoor museums could reopen from 17 May 2021 as part of Roadmap Step 3, seven NMS sites reopened to visitors in the week beginning 17 May. These sites were Norwich Castle, the Museum of Norwich, Lynn Museum, Time & Tide Museum, the Elizabethan House Museum, Cromer Museum and Gressenhall Farm & Workhouse (outdoor areas at Gressenhall had reopened on 12 April under Step 2).

Subsequently, museum re-openings have taken place at Ancient House Museum and Strangers' Hall. All legal restrictions specific to museums were removed by the Government with effect from 19 July 2021 (Step 4).

1.3 Despite the ending of legal restrictions on 19 July, many of the existing COVID-secure systems and procedures remain in place, with a focus on keeping staff and visitors safe through minimising the risk of transmission. Visitors are being requested (rather than legally required) to follow these procedures. The key changes to NMS procedures include:

- The wearing of face coverings by visitors and staff is now “expected and recommended” rather than required by law
- 2m social distancing is no longer a requirement. Visitors are instead being requested to abide by “respectful distancing” from other visitors and staff
- Test & Trace venue check-in is now advisory rather than a legal requirement
- The pre-booking of tickets is no longer a requirement, but is now recommended. Walk-in visits are permitted where there is sufficient site capacity
- Site capacity limits have been increased (previously averaging 30% of normal capacity) and pre-booked ticket slots adjusted to accommodate an overall increase in visitor numbers.
- Priority on-site activities have resumed including delivery to schools and young people. Some on-site public events have also resumed. All such activities are still the subject of strict COVID-19 procedures, with Safe Systems of Work being created to protect staff and visitors.

1.4 In terms of the COVID-19 procedures and systems that remain in place across NMS sites, the priorities remain:

- Ventilation – maintaining existing ventilation arrangements to maximise fresh air flow including supplementary air purifiers at relevant sites
- Cleaning regimes – maintaining enhanced cleaning arrangements including toilets and regular touch points
- Hand sanitisation – maintaining existing sanitiser stations and encourage regular hand sanitisation/hand washing. Additional hand sanitiser stations are being introduced where required (e.g. near reactivated interactives)

1.5 Many museum activities and services, including general visits and school visits, have been severely impacted due to COVID-19. NMS staff have been involved in supporting key work relating to the Norfolk County Council's (NCC) COVID-19 response, including helping to coordinate volunteer activities, managing the distribution of food and medicine to residents who needed this support, and making telephone calls to

identified vulnerable residents. NMS staff have also been helping with other COVID response work including supporting the work of the NHS and the NCC Trading Standards and Registrars' teams.

- 1.6 Throughout the period of the pandemic, NMS staff have developed a broad range of digital resources to support audiences, including resources for children and families. Digital engagement included a significant expansion of social media activity. Resources continue to be made available for those in digital poverty or without ready access to digital content.
- 1.7 The enormous range of NMS activity during the period of COVID-19 disruption continues to be captured in the weekly *Museums Mardle* staff e-newsletter. A reminder that members of the committee can be added to this distribution list on request.
- 1.8 The reopening of museum sites during 2020 and 2021 followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. Reopening also took place in accordance with sector-specific guidance issued by the National Museums Directors Council and in liaison with the English Civic Museums Network.
- 1.9 Staff training has taken place at all NMS sites in advance of reopening. Staff are provided with any identified PPE and protective screens remain in place at key points. Enhanced staffing levels ensure that visitors can be provided with the necessary level of support and advice. Refresher training for staff took place in advance of the reopening of museum sites.
- 1.10 During periods of site closure, all NMS sites were the subject of regular premises, security and collections condition checks. Statutory maintenance continued, as did essential construction and maintenance works, with strict COVID-19 management procedures in place.

## **2 Exhibitions and events at Lynn Museum**

### **2.1 Thomas Baines: Art Exploration and Empire**

Lynn Museum has marked the bicentenary of King's Lynn artist Thomas Baines with a special exhibition about his life and work. Born on 27 November 1820, Baines was a prolific artist, writer, traveller and collector. He spent much of his adult 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, alongside views of 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 has responded to Arts Council England's *Creative Case for Diversity* agenda with this exhibition by commissioning Zimbabwe-born musician and performance artist Anna Mudeka to create a film about British colonialism in Zimbabwe relating to Thomas Baines. Danny Keen, Chair of Norfolk Black History month, has also provided a commentary on an oil painting by Baines of an elephant hunt.

Samples of visitor feedback from the exhibition:

*"Really fascinating to see Baines' story told from the African point of view by Anna Mudeka. I was very pleased to see this exhibition."* *"Enjoyed a fascinating exhibition [at Lynn Museum] on the life & world of artist-colonialist Thomas Baines. Although the discourse often focuses on big national museums, many smaller collections seem to be doing brilliant decolonise projects."*

The exhibition's run was extended for an additional 3 months because of the periods of closure caused by the pandemic.



## 2.2 'Gardens, Sowing Seeds, Growing Stories'

This new exhibition opens on 16 October 2021 and will run until 12 June 2022. The displays tell the story of gardens and gardening in the King's Lynn area including the display of collections from the Taylor's seed merchants business in the town and material relating to the Walks and other public gardens. The permanent shop display at Lynn Museum is being changed into a display about the Taylors seed shop. The museum team has made a new film of recollections by Jim and Bob Taylor which will form part of the display. Exhibition themes covered by the exhibition include garden wildlife (including some of the museum's taxidermy collection), Dig for Victory, allotments, things found in the garden, and 'inspired by gardens'.



Taylor's seed catalogues from the museum collections

### 2.3 Britain's Brown Babies exhibition

The pop-up exhibition *Britain's Brown Babies* was created by Professor Lucy Bland using her extensive research and oral history interviews to tell the little-known history of the mixed-race children born to black American servicemen and white British women during the Second World War. It covers the history, lives and experiences of these mixed-race children, from the arrival of their black GI fathers to Britain during the war, to some details of these individuals' lives as adults. Some of the most heart-felt and surprising information can be found on the panels which cover the adoption of the mixed-race children, and the reunions of many with their parents. The exhibition is on show from September to October 2021.

### 2.4 Recent additions to the Museum displays

Recent additions to the Lynn Museum's permanent displays include a new Seahenge panel featuring Holme 2, a timber monument from Holme beach constructed in the same year as Seahenge.



Artists reconstruction of Holme II monument with Holme I (Seahenge) beyond

Other additions include a change of costume in one of the main gallery cases and the addition of a long-case clock by Lorenz Baha in a display generously supported by a bequest from the late Norah Howe-Smith of the Friends of King's Lynn Museum.



Conservation work in progress on the costume display

## 2.5 Online Exhibitions

The Lynn Museum team has created a number of online exhibitions on the Google platform. Themes include *Shoes*, *Seahenge*, *Ancient Egypt*, *Animal ABC*, and *Lynn's Whaling Industry*. Please see:

<https://www.museums.norfolk.gov.uk/lynn-museum/whats-here/online-exhibitions>

<p><b>The Lynn Museum virtual tour</b></p>  <p>Virtual tour →</p>	<p><b>Ancient Egyptians</b></p>  <p>Egypt with the Time Turners →</p>	<p><b>Seahenge</b></p>  <p>Seahenge online →</p>
<p>Online exhibition - Lynn Museum Online now</p>	<p>Online exhibition - Lynn Museum Online now</p>	<p>Online Exhibition - Lynn Museum Online now</p>
<p><b>Blubber, Bone and Bacon: Lynn's</b></p> <p><a href="https://artsandculture.google.com/story/pwVhBxecshzaMQ">//artsandculture.google.com/story/pwVhBxecshzaMQ</a></p>	<p><b>Shoes!</b></p>	<p><b>Animal ABC</b></p>

## 2.6 Heritage open Day

The Lynn Museum team was pleased to support Heritage Open Day in September 2020. 537 visitors took the opportunity to enjoy the displays at the Museum, with free admission being offered.

## 2.7 The Museum's YouTube channel now

The Lynn Museum You Tube channel is now showing a total of 23 films, a number of which have been produced by NMS staff during the pandemic. These include: *How to make an Ancient Roman costume*, *The Ruskin School*, *How to Make A Victorian Christmas Cake*, *Women's History: Margery Kempe*, and *#VJDay75 Love Story*.

<https://www.youtube.com/channel/UCXOGwL6kRLfUUmYaHTLLg/videos>



## 2.8 Summer Holiday Dinosaur event

On Tuesday 17 August 2021, Lynn Museum welcomed back visitors for the first on-site family event since the museum re-opened in May 2021. The event was sold-out, with 160 people trying fossil handling, crafting their own unique dinosaur creations, and even making a palaeontology pudding. The event included activities led by Dr David Waterhouse, NMS Natural Sciences Curator.



Picture: Ian Burt

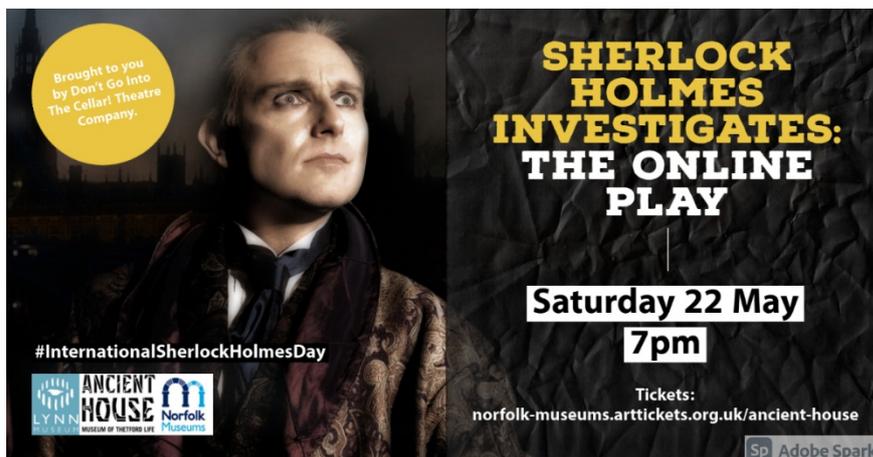
Lynn Museum also ran a 'Dinosaur Discovery' trail throughout the school summer holidays. Trails were free with museum admission.

### 3. Other Museum developments

3.1 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 3,247 followers while the Facebook account has 1.1k followers. Examples of social media campaigns have included #WomensHistoryMonth #OnThisDay and #BeardDay.

3.2 On-site volunteering has been paused since March 2020. The museum team developed a new remote volunteer project around writing visual descriptions of pictures, with a focus on the paintings and drawings to be used in the current Baines exhibition.

3.3 Online events have included:



Story Time Workshops



- 3.4 As well as digital delivery, the museum has maintained good links with local papers including the Lynn News. Staff provide a fortnightly *Picture This* column with a focus on local drawings, engravings and paintings.
- 3.5 NMS Learning Officer Melissa Hawker has continued her regular slot for Radio Norfolk to discuss local history and promote forthcoming events.
- 3.6 Engagement work through the *Kick the Dust: Norfolk* project has continued with young people via Zoom since the spring. Assistant Curator, Dayna Woolbright has worked with Stories of Lynn Learning & Engagement Officer Rachael Williams and the young people on several projects including the online exhibitions *Ancient Egyptians* and *Deal Justly with All*, which explores the history of poverty and charity in King's Lynn using the museum's Google Arts and Culture platform.

#### 4. Iron Age Coins acquisition

Lynn Museum has been successful in raising the funds to purchase an important hoard of 98 Iron Age coins found in North West Norfolk. NMS is appreciative of the grant funding received from the Friends of King's Lynn Museum, the Arts Council England/V&A Purchase Grant Fund and the Headley Trust. The Museum plans to display the coins in a forthcoming *Hoards and Hoarding* exhibition. The majority of the coins are from the local East Anglian British Iron Age coin producing area, traditionally associated with the tribe referred to as the Iceni, issuing coins in Norfolk, Suffolk and parts of Cambridgeshire. The assemblage also includes a gold stater attributed to the Eastern British Iron Age produced in the area North of the Thames, plated gold Age coins from the North Eastern British Iron Age coin producing area traditionally associated with the tribe referred to as the Corieltavi, issuing coins in Lincolnshire and surrounding counties to the North and West and from Gaul in modern France. The coins are of varied dates but were mostly produced in the second half of the first century BC or the first half of the first century AD.



Part of a group of 99 coins found in North-West Norfolk

## 5. Loan to the British Museum

5.1 NMS has been approached by the British Museum with a request to lend a Seahenge exhibit for the forthcoming major exhibition *World of Stonehenge* in 2022. The exhibition will cover highlights from the Neolithic and Bronze Age of Britain, Ireland and north-west Europe. There are confirmed loans including the Nebra Sky Disc from Germany and several star loans from regional and national museums across Europe. Seahenge chimes with many of the themes to be explored in the exhibition, including relationships with the natural world; cosmology; and community involvement in the past and the present.

5.2 The proposal is for the loan of a number of the ring 'palisade' timbers. The British Museum will cover all relevant transport and conservation costs. This partnership with the BM is a significant opportunity for NMS and Lynn Museum to give prominence to Seahenge to an international audience.

## 6. Friends of King's Lynn Museums

6.1 The Museum Friends have offered valuable support to assist the Museum with the Thomas Baines exhibition. A grant from the Friends has been offered to conserve and digitise two sketchbooks by Thomas Baines drawn in King's Lynn as a teenager.

6.2 The Friends have also supported the addition to the displays at Lynn Museum of a long case clock from the collections. This clock made by Lorenz Beha used to be on display at the Town House Museum. A new acrylic case has been made to show and protect the clock. This enhancement of the displays is the result of a £500 donation from the estate of Norah Howe-Smith.



The new clock display at Lynn Museum

## 7. Partnerships

7.1 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.

7.2 The Lynn Museum free admission period runs from October to the end of March. This free admission period is provided under the terms of the SLA between the Borough Council and NMS.

7.3 NMS Assistant Curator, Dayna Woolbright leads on supporting the Borough Council and Festival Office on collections management advice and support. Recent contributions have included advice on museum display maintenance at Stories of Lynn, and the cleaning of the historic chandeliers at the Town Hall in December.

7.4 NMS continues to support the Borough Council with the delivery of the NLHF-funded Stories of Lynn project focussed on King's Lynn Town Hall. NMS manages the Stories of Lynn Learning & Engagement Officer post, which is co-funded by the Borough Council and the NLHF Kick the Dust: Norfolk project. The postholder Rachael Williams works closely with colleagues from the Borough Council and the Norfolk Record Office.

7.5 NMS is continuing to work in partnership with the King's Lynn Festival with support for the postponed Festival exhibition, which took place in July 2021. Items displayed from the NMS collections included 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. *Past Times*, *New Horizons* celebrated the festival's 70th anniversary by showcasing the work of a selection of artists whose work has been displayed over the years. One highlight was the recently restored portrait of festival founder, and grandmother to Diana, Princess of Wales, Ruth Lady Fermoy, which was painted in 1954 by Anthony Devas. Arrangements made for conservation. Dayna Woolbright, Assistant Curator made all the arrangements for the conservation of this painting.



Alison Croose with the painting of Lady Fermoy. Picture: Lynn News

#### 7.6 Support for exhibitions at Stories of Lynn – *Studio Ceramics*



Jug by Walter Keiler, in the *Studio Ceramics* exhibition at Stories of Lynn

The exhibits for this exhibition are drawn from the NMS decorative art collections and curated by Dr Francesca Vanke, Senior Curator, NMS.

### 8. Learning & Outreach

During 2020-2021, the Lynn Museum continued 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. Trainee Sami Yusuf started in the spring 2020 and was successful in gaining a job with the NMS Development team in August 2021.

Lynn Museum has offered a blended offer to schools combining traditional museum-based workshops (adapted for COVID compliance) with virtual sessions delivered via Zoom. The museum team continues to be responsive to teachers' request and have worked with Stories of Lynn to delivery bespoke sessions on Jules Vern and the Great Fire of London as well as workshops focused on Hansa and Roman Norfolk. Feedback from teachers demonstrates that schools are confident that Lynn Museum is providing a safe space for their visits.

## **9. Kick the Dust: Norfolk – project activity update**

The *Kick the Dust: Norfolk* project, funded through the National Lottery Heritage Fund (NLHF) and delivered in partnership with a range of organisations including YMCA Norfolk, has continued to engage with young people aged 11-25 throughout the COVID-19 lockdown period. The project team have adapted their activities to support existing groups across Norfolk, in particular YMCA groups, using digital means.

From the start of the first national lockdown to 20 September 2021 there were a total of 3,975 interventions, involving 1,577 individual young people taking part in 1,783 hours of quality digital activity.

Total engagement numbers for the project from October 2018 to 20 September 2021 are 10,047 interventions, involving 3,292 individual young people taking part in 4,915 hours of quality activity. Of these interventions, 241 volunteering opportunities have been provided to 109 individual young people.

Of this activity 5% has been at *Pre-Player* (introductory) level specifically designed for YMCA clients; 27% has been at *Player* (initial activity) level; 43% at *Shaper* (project development & delivery) level; and 25% at *Leader* (leadership) level. Of these activities, 69% involve young people in leading and designing projects as well as acting as mentors to staff and other young people through our *Digital Buddies* and Peer Mentoring programmes.

Since October 2018, the breakdown of project activity taking place in each NMS area: 47% in the West (covering Kings Lynn, Thetford and Gressenhall), 30% in the East (covering Great Yarmouth, Cromer and Sheringham) and 23% in Norwich. Since March 2020 the breakdown changed as more activity has taken place online and additional groups have been established: West 28%; East 32% and Norwich 40%.

Throughout lockdown, project staff have continued to develop and deliver an online training offer for all staff and volunteers who support youth engagement

in NMS. In total 220 staff have taken part in training since October 2018, with 129 of these opportunities having taken part during lockdown.

Training allows our young volunteers and staff to work together and share best practice, something that will continue post lockdown. Key areas which staff and volunteers had identified for future training have been incorporated into this year's training plan and included a joint venture between the YMCA and Kick the Dust on a new interview preparation programme entitled *You're Hired!* for young people who may wish to progress onto the next cohort of the Bursary traineeship programme or into other employment. All places were filled on each of the sessions for young people and volunteers. Delivery of a new training offer will be rolled out from October 2021. As the team have opened up opportunities to volunteers, a further 18 young volunteers have taken part in training including freelancer training workshops. These workshops enable young people to set up as freelancers in the future.

The *Digital Buddy* programme continues to expand with 6 young people supporting 5 Norwich based curators and the Events and Visitor Programme Manager for Norwich Castle with social media.

NMS and NCC continue to work together through the 'Making Creative Futures' group; its sub-groups the 'Norfolk Creative Collective'. The group has developed a new offer to support parents in developing their own creativity and communication skills to engage with their children in a more meaningful way and continues to play a key part in the delivery of activity as part of the DfE funded Holiday Activities and Food (HAF) project. The 'Adult Creativity' offer will follow the model that has been successfully used in the Wets with parents of children on the YOT programme.

Kick the Dust was set up as a three-stage journey (*Player-Shaper-Leader*), with young people developing transferable work-related skills and gaining experiences that they would struggle to find elsewhere, supporting them in securing employment. Staff have seen young people move through the programme, gaining the confidence to take on volunteering roles within NMS, with others securing their first job through the Government's Kick Start 6 month placement programme; three young people progressing onto the Kick the Dust Bursary traineeship programme who are set to complete their Level 3 Diploma in Cultural Heritage and two others who have taken up positions within NMS Front of House teams. Three young people currently sit on the Project Steering Group.

Take up continues to expand through the establishment of new partnerships with schools, colleges, NCC Children's Services and other cultural organisations. The launch of the new Kick the Dust web pages on the NMS site will support this growth and solidify the way NMS approaches youth engagement going forward – see:

<https://www.museums.norfolk.gov.uk/join-and-support/kick-the-dust>

Evaluation evidence shows that the programme has made a significant impact on young people and staff engaging in activity. As the project team moves to

more face to face delivery, this impact will be greater as more staff engage in the co-delivery of activity and see the benefits to their own development.

### **Breakdown of Kick the Dust project participants**

This has changed considerably since lockdown due to the high number of YMCA clients project staff have been engaging with through the enhanced digital offer.

- 7% aged 11-13 years
- 11% aged 14-16 years
- 30% aged 17-19 years
- 26% aged 20-22 years
- 26% aged 23-25 years

Data is collected around ethnicity through the Young People's Feedback form (should they choose to answer this question) and is based on the descriptions used by NLHF:

#### Breakdown of ethnicity

- Asian – 3%
- Black - 0.5%
- Irish Traveller – 0.5%
- Mixed ethnic – 4%
- White – 92%

#### Those identifying as having a disability which can be a barrier to engagement

- Disabled – 20%
- Non-disabled – 26%
- Prefer not to say – 54%

#### Target audiences (some young people fall into more than one category)

- YMCA clients – 36%
- Secondary schools – 27%
- FE/HE – 32%
- Young people with mental health issues – 17%
- Outside of mainstream education – 6%
- Young Offenders at those at risk of offending – 4%
- Looked after children and adopted living at home - 5%
- SEND – 8%
- NEET – 5%
- Care Leavers – 2%
- New arrivals and refugees – 1%
- Pregnant young mums and teenage parents – 1%
- Young Carers – 3%

### **Evaluation**

As part of the feedback, young people are asked how aware they are of the range of job roles available within NMS and the heritage sector and how they perceived museums in terms of being spaces for young people. 74% of young people stated they had little or no knowledge of job roles in NMS or the

heritage sector before taking part. After their engagement, 62% of young people stated they now had a good understanding of the different job roles available in the sector with a further 33% stating they had more knowledge than they did before starting their Kick the Dust journey. This shows that Kick the Dust enables young people to gain a greater understanding of the opportunities within NMS and the sector in general. Following their engagement, 88% of young people participating felt that museums were a space they could use and would use in the future.

Evaluation responses from this Kick the Dust project can be compared with those from the other eleven Kick the Dust projects currently running across the UK. This programme-wide evaluation has been commissioned by the National Lottery Heritage Fund from the evaluation specialists Renaisi.

Following their engagement with the NMS Kick the Dust project:

- 94% of young people said they had learnt new and interesting things about heritage (Renaisi survey 90%)
- 93% of young people felt that heritage reflected them (Renaisi 70%)
- 97% felt heritage would engage other young people (Renaisi 89%).
- 86% of young people said they were more likely to become a volunteer as a result of their involvement in KTD and this option was the most popular with work experience for all those who took part. (Renaisi 61%)
- 99% of young people stated they felt welcomed and respected by staff and 97% felt a sense of achievement.
- 79% of young people stated they now had a better understanding of heritage having taken part in the programme with 21% stating they weren't sure and needed more engagement. (Renaisi 78%)
- 90% of young people felt they had the opportunity to influence decisions. (Renaisi 66%)
- 80% of young people felt that there were jobs for young people like themselves to work in heritage. (Renaisi 72%).
- 60% of young people felt that heritage had helped them understand more about their own lives – it had given them context
- 88% said they had found heritage more relevant than they had before embarking on their Kick the Dust journey (Renaisi 77%).
- 96% of young people felt that the programme was easy and affordable to get involved in but had concerns that they may not be able to do this in the future if there was a significant cost to them. (Renaisi 92%).

## **10. Recommendations:**

That the Area Museums Committee notes the report

Originator of report:

Dr Robin Hanley

Assistant Head of Museums (Head of Service Delivery)

Shirehall, Market Avenue, Norwich NR1 3JQ

Tel: 01603 493663 e-mail: [robin.hanley@norfolk.gov.uk](mailto:robin.hanley@norfolk.gov.uk)

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

**5<sup>th</sup> October 2021**

**TRUE'S YARD FISHERFOLK MUSEUM REPORT**

**Report by Museum Curator**

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

1.1 This year, due to lockdown delaying reopening until late May, the Museum is holding 4 main exhibitions and 1 digital exhibition. Subjects included Maritime Art, Great Change, TY301QW and World War 2 King's Lynn. We also held smaller Children's exhibitions.

1.2 The major temporary exhibitions for 2021 are Maritime Art and Great Change: The Last Generation.

Maritime Art was held over two months during the Summer. The Museum worked with local private collectors to showcase some of the best local artists past and present.

The Great Change exhibition is culmination of our oral history project of the same name for which True's Yard Fisherfolk Museum received £3,900 support from the Sustaining Engagement for Collections Fund. A grant created by Esmée Fairbairn Collections Fund and managed by the Museums Association.

1.3 The next exhibition will be TY301QW. This will look at the historic of the site of True's Yard charting from the 1200 to modern day. 2021 is the Museum's 30<sup>th</sup> birthday.

1.4 Our True's Talks are once again very popular. Due to lockdown we shortened the Spring series to 4 and extended the Autumn series to 12 talks. Subjects for the autumn series include Lost King's Lynn, Sandringham, Medieval Wool Market, the plague, Anglo Saxons and the Fens and Tudor East Anglia.

**2. Other Museum Developments**

**2.1 Events**

**Events held**

- **Older Person's Open Day**
- **Maritime Art Exhibition**
- **Opening the Memorial Garden**

- Children's Day
- Hanse Festival
- Heritage Open Day
- True's Yard 30<sup>th</sup> anniversary Wine Tasting and Supper at Bank House

**Planned for 2021**

- Unveiling Memorials to Duggie Carter +William True.
  - 4<sup>th</sup> November Pat Midgley Memorial Lecture at the Town Hall given by Dr Robert Anderson '*The Invention of Albertopolis: The Lasting Influence of Prince Albert on British Cultural Life*'
  - 10<sup>th</sup> November Walpole 300<sup>th</sup> anniversary dinner at the Duke's Head
  - Small Business Saturday
- 

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

3.1 The Friends of True's Yard were not able to hold any of their fundraisers for the majority this year but do have a Christmas fundraiser planned.

**4. Partnerships**

**4.1 Stories of Lynn Dinosaur Trail**

The Museum took part in the dinosaur trail and contributed with a digital exhibition and an aviation talk which can be found here

---

**4.2 Heritage Learning Forum**

The Heritage Learning Forum 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 the dinosaur trail spearheaded by Rachael Williams at Stories of Lynn. There were fringe events which included our own Children's Day.

Planning is already underway for next year's collaborative project- the Queen's Platinum Jubilee in 2022.

**5 Learning and Outreach**

**5.1. True's Tots**

Thanks to funding from Tesco's Bags of Help programme we have been able to further develop our educational programme for the under 5's. So far we have held 2 series of

free early learning sessions which have been fully booked both times. We are planning to hold a third series after the Autumn half term and a fourth in early 2022.

## 5.2. Margery Kempe

Despite the pandemic all children's books have now been safely distributed to Year 5 pupils within King's Lynn.

## 5.3 Social Media

With the first lockdown we devised a social media strategy to retain engagement with daily themed content which quadrupled online engagement throughout 2020/21. We have endeavoured to continue this throughout 2021. #FactFriday in particular has been very popular and encouraged discussion about the history of the North End. Currently the Museum's Facebook page has 1,456 followers and Twitter has 1,217 followers.

## 6 Visitor Numbers

The figures for 2020/21 were 2,346. This is as expected given we could only open for 16 weeks and had to cancel all events. Our current visitor numbers (18th May 2021- 30<sup>th</sup> September 2021) are 5,070. Compared to a last normal year (with the exception of May when we were partially closed and June when restrictions were tighter) these figures are returning to normal. If the current numbers mirror 2019 then we should be on course for visitor numbers somewhere between 10,000 -12,500 for 2021/2022.

## 7 Resource Implications

Finance- We have budgeted carefully and applied for as many grants as possible in order to sustain the Museum throughout the pandemic but those grants are unlikely to continue beyond 2021. It would have been substantially more difficult without the essential support from the Borough Council and Cultural Recovery Fund.

Property- None at this time.

Staff- The Museum has a new temporary member of staff- Alexis Compton Merritt as part of the Kick Start scheme.

## 8 Recommendations

That the Area Museums Committee notes the report.

Originator of report:

Lindsey Bavin

Museum Curator

True's Yard Fisherfolk Museum

Tel: 01553770479

e-mail: [info@truesyard.co.uk](mailto:info@truesyard.co.uk)

**Item:** Tourism Marketing Update  
**Committee:** King's Lynn & West Norfolk Area museums Committee  
**Date:** 18<sup>th</sup> October 2021  
**Report from:** Senior Tourism Officer, Borough Council of King's Lynn & West Norfolk

## 1 Introduction

The report provides updates for the Area Museums Committee on tourism marketing and development activities since June 2021. Most key tourism marketing activity restarted after the May 17<sup>th</sup> 2021 relaxing of the lockdown enabled travel and staycations, with production of a range of printed guides for 2021 whilst also continuing to focus increasing attention on digital activity, especially the Visit West Norfolk website.

## 2 Printed marketing

### 2.1 2021 Where to Stay in West Norfolk

The 2021 Where to Stay in West Norfolk booklet of local accommodation was published on May 17<sup>th</sup> to coincide with the easing of the national lockdown measures. The publication is primarily made for the King's Lynn Tourist Information Centre to send out upon request and to give out to visitors to their service in the King's Lynn Town Hall. The booklet is in a rolling perpetual print as of current time, printed in batches of 750 copies (to periodically enable updates and additions to it). It is free-of-charge for west Norfolk accommodation businesses to appear in the booklet during this period of tourism business recovery and we take the existing accommodation entries from our Visit West Norfolk website to populate this title, the TIC staff checking for any updates from these businesses before we went to print.

### 2.2 Discover King's Lynn

The 2021 edition was published and circulated on the same day at the lockdown eased – May 17<sup>th</sup> 2021. The expanded format of the 2021 Discover King's Lynn was continued – including, for the first time, an article about town centre businesses supplied by Vicky Etheridge from the King's Lynn BID. The print run was still 160,000 copies, with large quantities subsequently distributed around the area by three distribution companies.

### 2.3 Hunstanton Mini Guide and Downham Market Mini Guide

Work on the 2021-22 editions of both of these titles is complete. 40,000 copies of the updated Hunstanton Mini Guide were printed and distributed in June, and a quantity of 12,750 copies of the updated Downham Market Mini Guide were printed and distributed from September.

### 2.4 Other publications

Again the Borough Council is supporting the King's Lynn Town Guides by arranging print and distribution of the 2021 *King's Lynn Guided Walks* programme. The Tourism department also supported the print of the *King's Lynn Heritage Open Day 2021* booklet and the *King's Lynn Hanse Day 2021* leaflet. The department has also conducted reprints of the following leaflets across this summer: The Hunstanton Wolf Trail, The Hunstanton Horticultural Trail and the King's Lynn Maritime Trail.

### 3 Digital marketing

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

Work has continued throughout the year to create a brand new version of our main visitor website (the borough council ICT team are leading with this rebooted website design) to better attract modern travellers. Despite our focus on making this vastly updated modern version of our existing website we also ran a mid-summer marketing campaign to attract new and additional visitors to the website. This Visit West Norfolk summer campaign, ran by Bauer Media Ltd., included the creation of a great promotional tourism video for west Norfolk, which was promoted heavily on Facebook across June-August 2021 to targeted areas and demographics. The Tourism department has now placed the new promo video on Vimeo, though it will feature heavily on the new version of our website when that is launched: [‘Visit This Summer’ promo film] <https://vimeo.com/manage/videos/580350482>

#### 3.2 Website traffic

Somewhat surprisingly, the Visit West Norfolk website has seen a great deal more visitors and page views across the pandemic period compared to any previous year, including during times under strict lockdown (when travel was not possible). This is understandable when considering people were generally wanting to be informed about the latest travel guidelines and options, future staycation bookings in place of going abroad, and so on – such high visits to the site seen at least for the first year of the pandemic, and perhaps going back to fairly normal site visit levels this year onwards as the national tourism situation settles down.

Visit West Norfolk Total Website Page Visits:

2018: 623,578

2019: 887,312

2020: 2,253,011 [pandemic era]

2021: 1,299,776 [from Jan-Aug 2021 only]

Visit West Norfolk Total Website Visitors:

2018: 185,105

2019: 212,803

2020: 414,648 [pandemic era]

2021: 219,231 [from Jan-Aug 2021 only]

#### 3.3 Events

Compared to pre-pandemic times, a very reduced amount of events were promoted throughout 2021 (due to lockdown lasting for nearly 5 months of the year), with 189 events currently being promoted on the Visit West Norfolk website as of October 5<sup>th</sup> 2021. Now, more than ever, we need to continue to encourage more tourism businesses to use the event listings 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 of interest to their customers (helping with cross promotion and overall awareness of local events).

With regards to events that were held in the last quarter, the King’s Lynn Heritage Open Day was a major success for the town in early September 2021. The Tourism department attended the whole event for live tweeting throughout the day, and noted at the time that it was likely to become the busiest ever Heritage Open Day for the town.

#### 3.4 Business e-shots

All local tourism businesses and organisations on the tourism business database now receive an e-shot (i.e. the latest tourism business news in email format) from the department every two weeks, highlighting business support groups, workshops, the latest

grant support information and key forthcoming local events, but also encouraging businesses to forward the e-shots on to their contacts too where relevant. We are always looking to grow our contacts database too, often proactively approaching businesses to register their details – though this growth in our tourism contacts database is continuous and never complete, as new tourism businesses regularly surface and more established tourism businesses in the area increasingly turn to digital promotions.

### 3.5 Consumer e-shots

The scheduled programme of our regular e-shots sent to prospective visitors began again from 24<sup>th</sup> June 2021, the focus of each e-shot - sent out to prospective visitors every two weeks - being to promote a set of 4-5 events and attractions or activities which could form the basis of at least a 2-3 night break. Most visitor e-shots are themed and can be tailored to certain types of visitor.

## 4 **Planned activity**

4.1 The Tourism department, with input from the West Norfolk Tourism Forum, is currently drafting a West Norfolk Tourism Recovery Plan for 2021-25. The proposed 5-year action plan is informed by current key local, regional and national business recovery plans (as well as feedback from local stakeholders) and will focus on six key strategic aims to assist west Norfolk's post pandemic tourism business recovery. There will be a workshop-style element to the forthcoming November 17<sup>th</sup> West Norfolk Tourism Forum AGM event which will give more local businesses an opportunity to help shape and inform the recovery plan document – the aim being to finalise the draft for internal review by the end of November 2021. Regardless of the publishing date of the recovery plan, the Tourism department has already been conducting work across many of the key aims likely to be included within the plan this year.

4.2 Some key actions to highlight in addition to the ongoing recovery plan work include:

### 4.2.1 Development of a Hunstanton Observatory

The Tourism department submitted an application for 30k funding for a Hunstanton Observatory building earlier in the year and was notified of the application's success to receive funding from the 'EXPERIENCE Norfolk' project in Spring 2021 (funding to be sourced from the European Regional Development Fund and Interreg). It is the department's aim to make west Norfolk a great hub for off-season Dark Skies-type astronomical events and festivals in the future, in a bid to further establish an all-year-round tourism economy for the local area. The project would soon be entering the tendering phase and will, of course, subsequently go through the planning process.

### 4.2.2 Development of the Norfolk Arts Trail (sculpture on the Boal Quay)

The Tourism department submitted an application of interest to the 'EXPERIENCE Norfolk' team at NCC in late Spring 2021 for a west Norfolk 'arts trail sculpture' to be erected in an agreed area of King's Lynn (on Borough Council leased land). The aim for this new art asset for the town is to align such a creative way-marker with the start of the Nar Valley Way and Norfolk Coast Path, on the proposed edge of the historic quarter (specifically around the Boal Quay area), whilst also adding further visitor interest in the historic quarter of the town. Work is currently being completed on both the artist brief and a finalised location for the new sculpture, after a site visit between the external creative team and the Tourism department on June 29th 2021.

### 4.2.3 Development of out-of-season sustainable tourism offers for visitors

The Tourism department has begun working with the EXPERIENCE Norfolk team at NCC on another project, the aim this time being to enable independent tourism and hospitality businesses from across west Norfolk to link up and provide bookable unique visitor

“experiences” together, especially within rural and coastal areas of the west Norfolk. Initial meetings (May 21) and Norfolk-wide workshops (June 21) have already been held by EXPERIENCE Norfolk to gauge local interest and innovative ideas from our businesses to take forward and develop much further. The EXPERIENCE team to plan to engage much more with west Norfolk tourism and hospitality businesses in the near future.

## **5 Other developments**

### **5.1 Partnerships**

5.1.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East of England to promote the county and wider area, including weekly marketing meetings with VEE. Almost since the very start of the pandemic in 2020, the Visit East of England group formed a coalition of 14 Destination Management Organisations, funded by local authorities, and established 'Unexplored England' – the first time all the DMOs and Local Authorities have worked together on a tourism promotion. This regional coalition has resulted in a c£150k marketing pot, primarily created from Visit Suffolk and Visit Norfolk funds to help promote the East of England.

5.2.2 The west Norfolk Tourism department continues to work productively with existing and new partners, including being part in the following groups and partnerships:

Norfolk Tourism Recovery Best Practice Group  
Visitor Economy Group (VEG with LEP)  
Norfolk Coast Partnership: Reopening the Coast  
Downham Market Town Team Group  
King's Lynn Hanse Festival Group  
West Norfolk Dark Skies Working Group  
Unexplored England (Visit East Anglia) Marketing Panel  
The Norfolk Film Assets Steering Group  
The Norfolk Arts Trail Group  
Experiential Norfolk Group (for West Norfolk)  
Sail the Wash Marketing Group  
Fens Biosphere Steering Group

## **6 Resource implications**

None

## **7 Policy implications**

None

## **8 Recommendations**

The committee is recommended to note the report

## **9 Access to Information**

No background papers

Author of report

Phil Eke, Senior Tourism Officer, Borough Council of King's Lynn & West Norfolk

Tel: 01553 616639

E-mail – [phillip.eke@west-norfolk.gov.uk](mailto:phillip.eke@west-norfolk.gov.uk)