

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



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

## **Agenda**

**Monday, 20th March, 2023  
at 2.00 pm**

in the

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

Available to view on You Tube:

<https://www.youtube.com/user/WestNorfolkBC>



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

10 March 2023

Dear Member

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

You are invited to attend a meeting of the above-mentioned Committee which will be held on **Monday, 20th March, 2023 at 2.00 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ** to discuss the business shown below.

Yours sincerely

Chief Executive

**AGENDA**

**1. Apologies for Absence**

To receive any apologies for absence.

To date, apologies have been received from Rachael Williams, Learning and Engagement Officer.

**2. Minutes (Pages 5 - 12)**

The Committee is invited to confirm as a correct record the notes of the previous meeting.

**3. Matters Arising**

To consider any matters arising.

**4. Declarations of Interest**

Please indicate if there are any interests which should be declared. A declaration of interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

These declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

**5. Report of the Assistant Head of Museums (Pages 13 - 32)**

To consider the King's Lynn Museum Report.

**6. True's Yard Report (Pages 33 - 35)**

**7. Report from the Learning and Engagement Officer - Stories of Lynn and Project Worker for Kick the Dust (Pages 36 - 41)**

**8. Borough Council Report (Pages 42 - 47)**

**9. Date of Next Meeting**

Schedule of Meetings 2023/2024 to be confirmed following the May 2023 Election.

To:

Borough Councillors:

A Bubb, M de Whalley, A Kemp, E Nockolds and A Tyler

Norfolk County Councillors:

L Bambridge, M Chenery, N Daubney and C Dawson

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

True's Yard Heritage Museum Manager – Ms L Bavin

Officers

Oliver Bone, Curator, Lynn Museum

Mr P Eke, Senior tourism Support Officer, Borough Council of King's Lynn and West Norfolk

Dr R Hanley, Assistant Head of Museums

Mr S Miller, Head of Norfolk Museums and Archaeology Service

Mr T Shaw, Committee Officer, Norfolk County Council

Rachael Williams, Learning and Engagement Officer, Stories of Lynn



**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, 14th November, 2022 at 2.00 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ**

**PRESENT:**

Borough Councillors

Councillor T Bubb, M de Whalley, A Kemp, Mrs E Nockolds (Chair) and A Tyler

County Councillors

Councillors M Chenery of Horsburgh (Vice-Chair) and J Ward

Breckland District Councillor

Councillor R Kybird

Norfolk Museums Services

R Hanley, O Bone and R Williams

Co-opted Non-Voting Members

L Bavin, True's Yard Museum (Zoom)

**1        APOLOGIES FOR ABSENCE**

Apologies for absence were received from County Councillors L Bambridge, N Daubney and C Dawson.

**2        MINUTES**

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

The minutes of the meeting held on 13 June 2022 were agreed as a correct record.

**3        MATTERS ARISING**

There were no matters arising.

#### 4 **DECLARATIONS OF INTEREST**

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

There were no declarations of interest.

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

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

The Assistant Head of Museums presented the report on the King's Lynn Museum activities in the period from 2022 – October 2022.

The Committee was advised that despite the end of legal restrictions, a number of the COVID-secure systems and procedures implemented across Norfolk Museums Service (NMS) sites during the pandemic remained in place, with a focus on keeping staff and visitors safe through minimising any risk of transmission. Attention was drawn to paragraphs 1.1 and 1.2 of the report.

The Assistant Head of Museums explained that to facilitate increased levels of use of museum spaces by visitors, staff and volunteers, CO2 monitors provided through Norfolk County Council had been introduced into a number of rooms and spaces across NMS where there was more limited natural/mechanical ventilation. The CO2 detectors could be monitored locally by staff using those and enabled a number of spaces to be brought back into use by staff and volunteers and increased capacity for schools and other visitors.

It was highlighted that throughout the period of the pandemic, NMS staff developed a broad range of digital resources to support audiences, including resources.

The Committee was informed that volunteering had recommenced across NMS sites. Outdoor volunteering commenced earlier in the pandemic including garden volunteers at Strangers' Hall.

The Curator provided an overview of the exhibitions and events at the Lynn Museum which included:

- Gardens, Sowing Stories exhibition (ran until 12 June 2022).
- JMW Turner and the moods of water: rivers, estuaries and the sea (25 June – 15 October 2022).
- Hoards: Archaeological Treasures from West Norfolk (25 October 2022 – 11 June 2023).

The Committee's attention was drawn to:

- Section 3 – Other Museum developments.
- Section 4 – Loan to the British Museum (Seahenge Timbers).

- Section 5 – Partnerships.
- Section 6 – Learning and events.
- Section 7 – Kick the Dust Norfolk.

Return of coffee mornings – the coffee mornings had returned to Lynn Museum with the first one taking place on 28 October.

Heritage Open Day 2 October 2022 over 500 people visited Lynn Museum. The Museum's theme was the Bronze Age.

The Assistant Head of Museums, Curator – Lynn Museum and the Learning and Engagement Officer responded to questions and comments in relation to:

- Importance of volunteers and roles undertaken, specifically with regard to the Digitising project which had been paused during the Pandemic and the active promotion on recruitment of new volunteers.
- CO2 monitors and protocols for exceeding recommended levels.
- Air sanitisers – used in a small number of locations in high priority spaces.
- Available funding which included support for exhibitions.
- Developing social media (report written by L Elmore, a copy of which is attached to the minutes).
- Hoards Exhibition.
- Loans from other museums.
- Future funding/budget.
- Importance of Arts Council England NPO funding.
- Education opportunities offered by the Museums Service to schools.
- Use of items held in storage to supplement exhibitions and events.
- Relationships with the British Museum and other museums both nationally and locally.
- Focus on specific items when exhibitions/talks/events held at Lynn Museum.
- Sea Henge Exhibition at the British Museum in London.
- Potential recycling opportunity/re-use of exhibition display boards.
- Home Education Workshop(s)/Groups and opportunities to work with the Norfolk Museums Service/attendance figures.
- Partnership working with the Borough Council and other organisations.
- Free admission period to Lynn Museum from October to March funded by the Borough Council.
- Admission fees and the impact of the cost of living.
- Family Trail – Black Abolitionist Lectures, 22 to 29 October 2022.
- Norfolk Museums Pass.

Click on the link below to view Norfolk Collections website where the fruits of the volunteers' labours may be seen

<https://www.museums.norfolk.gov.uk/collections>

The Assistant Head of Museums informed the Committee that the Norfolk Museums Service had hosted the British Museum Trustees at Norwich Castle.

The visitor numbers for Lynn Museum were tabled and it was noted that school visitors had been included. However, for the next report to the Committee, the Curator could separate out the number of school visits.

The Chair reminded the Committee of the future events with free admission set out below:

- 1 December 2022, 4 pm Medieval Christmas (copy attached).
- 3 December 2022, 10 am Victorian Christmas (copy attached).

The Chair thanked the Assistant Head of Museums and the Curator, Lynn Museum for attending and presenting the report.

## 6 **REPORT OF THE LEARNING AND ENGAGEMENT OFFICER**

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

The Learning and Engagement Officer presented the report and drew attention to the following sections of the report:

- 1 – Schools.
- 2 – Kick the Dust in King’s Lynn.
- 3 – Family Learning Activities – Tudor Day at South Lynn Community Centre, Summer Holiday activities at Stories of Lynn – A Banquet fit for the Queen, St George’s Guildhall Events – Shake it all out,
- Kick the Dust and community work.

The Chair thanked the learning and Engagement Officer for the valuable and important work that was being undertaken.

## 7 **DATE OF NEXT MEETING**

The next meeting will be held on 20 March 2023 at 2 pm in the Council Chamber, Town Hall, King’s Lynn.

**The meeting closed at 3.40 pm**



# Social Media

## Headline stats for Lynn Museum 01 June 2022 – 31 August 2022

Compiled September 2022

### Audiences

Lynn Museum has gained **226** new followers on their two key social media platforms (Facebook and Twitter) since the end of May 2022 (a 5% increase). Lynn Museum now has **4,839 followers** in total across the two platforms.

	Followers end of May 2022	Followers end of August 2022	Increase (to the nearest %)
<b>Facebook</b>	1,230	1,341	9%
<b>Twitter</b>	3,383	3,498	3%
<b>Total</b>	4,613	4,839	5%

### Engagement and Reach

Tracking engagement and reach/impressions tells us how many people are seeing our content and engaging with it. Facebook and Twitter calculate engagement slightly differently. Twitter expresses it as a percentage, showing what proportion of people who saw our content and then went on to engage with it (like/retweet etc). Generally speaking, an engagement rate of between 1% and 3% is considered good engagement from our followers.

The tables below cover the period 01 June – 31 August 2022 unless otherwise stated.

#### Facebook

Reach*	Engagements**	Link Clicks	Likes/ Reactions	Comments	Shares
51,536	7,658	109	3,129	285	99

\*The number of people who saw any content from our Page or about our Page, including posts, stories, ads, social information from people who interact with our Page and more.

\*\*The number of times people engaged with our Page's content through reactions, comments, shares, clicks and profile visits.

## Twitter

Impressions*	Engagement Rate	Link Clicks	Likes	Replies	Retweets
98.9k	3.2%	67	1.4k	45	347

\*The number of times a tweet has been seen (not unique users)

## Social Media and digital highlights:

Lynn's social media feeds have continued to highlight Seahenge with their ongoing series of [#SeahengeSunday](#) posts. Author Elly Griffiths joined in too, tweeting a photo of her visiting the timbers at Lynn Museum which received nearly 600 likes.

They have also continued with their regular feature [#TaylorsTuesday](#), featuring posts on the history of local seed merchants Taylors.

A particular highlight of the Lynn Museum feeds have been posts promoting the tour of Turner's 'Walton Bridges' (1806) with their weekly [#TurnerThursday](#). This weekly feature introduces details from the painting, fascinating facts about Turner and his work, and contextual information about the society in which Turner lived and worked.



Lynn Museum  
@Lynn\_Museum

Details in Turner's Walton Bridges tell us the time it was painted.

The direction of shadows suggests it is late afternoon. Three plants in the painting are Arrowhead, Meadowsweet and Yellow Water-lily. They bloom in midsummer, so the season is June or July!

[#TurnerThursday](#)



Elly Griffiths  
@ellygriffiths

For [#SeahengeSunday](#) here's a picture of me with the actual timbers [@Lynn\\_Museum](#). Also, stand by for a special announcement about Cathbad and seahenge 😊

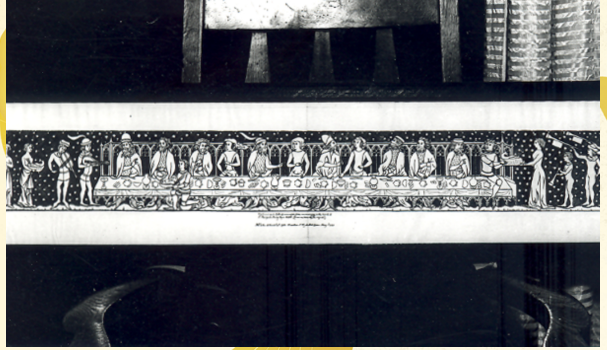


# Lynn Museum Talk

## Medieval Christmas: Feasts and Laughter



With Hayley Simmons  
(Museum Learning Assistant,  
Lynn Museum)



# Thursday 1 December 4pm

Seats are limited. Booking is  
recommended via the QR code, or  
by contacting the museum.



01553 775001 / [lynn.museum@norfolk.gov.uk](mailto:lynn.museum@norfolk.gov.uk)



71  
ARTS COUNCIL  
ENGLAND



Made possible with

Heritage Art Fund



# A VICTORIAN CHRISTMAS

*family event at Lynn Museum*

*Saturday 3 December*  
*10am-4pm*

**FREE ADMISSION**



Booking is available at:  
<https://norfolk-museums.arttickets.org.uk/lynn-museum>



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

**20 March 2023**

**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 November 2022 to  
February 2023**

**1. COVID-19 and Infection Control service update**

1.1 A number of the COVID-secure and infection control procedures implemented across Norfolk Museums Service (NMS) sites remain in place, with a focus on keeping staff and visitors safe through minimising the risk of transmission of both COVID and other seasonal infections. Sites continue to provide hand sanitiser stations and some directional signage. The wearing of face coverings remains optional and visitors are requested to follow "respectful distancing". The pre-booking of tickets is no longer a requirement but remains an option. Site capacity limits are largely at pre-pandemic levels.

1.2 COVID-19 and other infection control priorities remain:

- Ventilation – maintaining existing ventilation arrangements to maximise fresh air flow including supplementary air purifiers and CO2 monitors at relevant sites.
- Cleaning regimes – maintaining enhanced cleaning arrangements including toilets and regular touch points.
- Hand sanitisation – maintaining existing sanitiser stations and encouraging regular hand sanitisation/hand washing. Additional hand sanitiser stations are introduced where required e.g. near interactives.

1.3 To facilitate increased levels of use of museum spaces by visitors, staff and volunteers, CO2 monitors provided through Norfolk County Council (NCC) are operating in a number of spaces across NMS where there is more limited natural/mechanical ventilation. These CO2 detectors are monitored locally by staff using these spaces and also link into the LoRaWAN network, facilitating the use of monitoring dashboards to track live data and trends. The use of CO2 monitors has enabled a number of spaces to be brought back into

use by staff and volunteers and increased capacity for schools and other visitors.

1.4 Digital resources developed by staff during the pandemic continue to be used to support a hybrid offer e.g. enhanced digital schools resources.

1.5 In line with NCC practice at office hubs, NMS has implemented NCC Smarter Working and Hybrid Working principles across teams.

1.6 Volunteering has recommenced across NMS sites, supported by the NMS Volunteer Coordinator.

## 2 Exhibitions and events at Lynn Museum

### 2.1 *Hoard*s: Archaeological Treasures from West Norfolk

Until Saturday 11 November 2023



Visitors are enjoying the new *Hoard*s exhibition which opened on 25 October 2022. It explores the stories of ancient hoards in West Norfolk, their significance and burial. The exhibition features hoards buried in the area from the Middle Bronze Age until the time of the English Civil War. The exhibition has also been an opportunity to display examples of coin hoards from the Iron Age and early medieval periods purchased in recent years with the support of the Museum Friends, the ACE/V&A Purchase Grant Fund, the National Lottery Heritage Fund and the Headley Trust. *Hoard*s will continue until autumn 2023.

The *Hoard*s exhibition featured in local media including the KL Magazine: [Exploring Norfolk's historic hidden hoards | KL Magazine](#)

The BBC news website for Norfolk: [Lynn Museum: Unearthed treasure hoards go on display - BBC News](#)

And the EDP: [The treasures found buried beneath Norfolk fields | Eastern Daily Press \(edp24.co.uk\)](#)

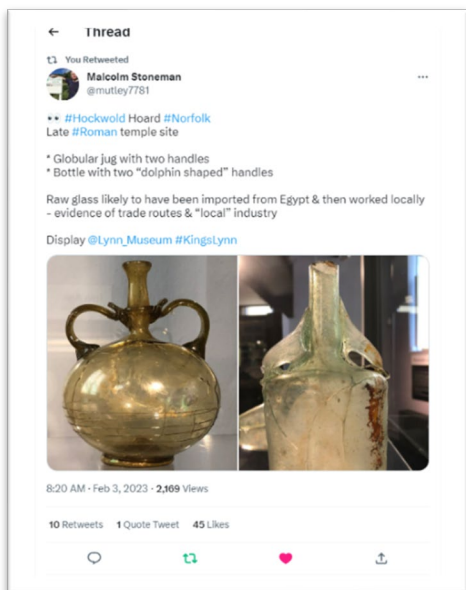


The image above shows some of the recently acquired Iron Age coins found at Snettisham, now on display at Lynn Museum. These coins were acquired for Lynn Museum through the Treasure process, with generous grant aid from the ACE/ V&A Purchase Grant Fund, the Friends of Kings Lynn Museums and the Headley Trust. This probable votive assemblage was accumulated over a long period, unlike the other hoards on display in the main gallery in which the items were placed in the ground together.

The Mayor of Kings Lynn and West Norfolk, Cllr Lesley Bambridge opened the exhibition on Tuesday 25 October. Also in attendance were Chair of the Kings Lynn and West Norfolk Area Museums Committee, Cllr Elizabeth Nockolds, Chair and Deputy Chair of the Norfolk Joint Museums Committee Cllrs John Ward and Cllr Robert Kybird and other members of the Area Museums Committee.



The Mayor and Chairs and Deputy Chair of Museum Committees with Curator and Assistant Curator at the opening event for the Hoards exhibition at Lynn Museum, 25 October 2022



The Hoards exhibition has featured on our social media feeds and has been promoted by some of our followers and visitors. This tweet includes examples of Roman glass from the hoard buried at the Hockwold Roman temple site

The museum team draws upon the theme of the exhibition for other public programming including the monthly adult talks programme. One of the hoards on display from Dersingham is from the time of the English Civil War and may have been buried when King's Lynn was under siege in 1643. The February afternoon talk was given by David Flintham, who is leading the current archaeological investigations into the town's defences during the Civil War period.



Afternoon talk at Lynn Museum by David Flintham about the investigation of King's Lynn defences during the English Civil War

**Lynn Museum Talks**

**Friday 27 January, 2-3pm**  
 Samuel Gurney Cresswell: Arctic Explorer and Artist

**Thursday 2 February, 2-3pm**  
 Television and heatwave: digging King's Lynn's English Civil War fortifications.

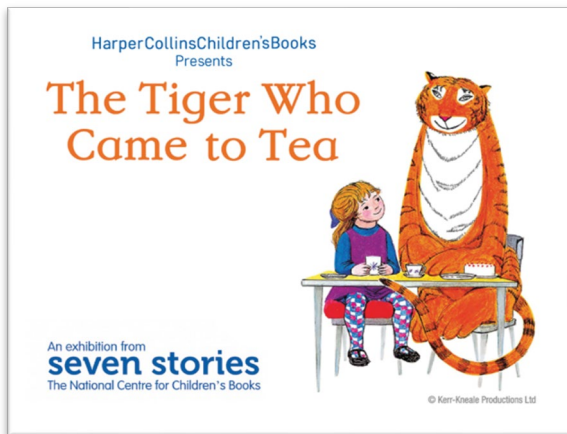
**Friday 31 March, 2-3pm**  
 Tales from the Crypt: Fifty Years Amongst the Dead

Logos for Norfolk Museums, Arts Council England, and Heritage Fund.

## 2.2 *The Tiger Who Came to Tea* exhibition

The Museum team is next planning to show an exhibition based around the children's story book *The Tiger who came for Tea* written by Judith Kerr. The exhibition will be on show in King's Lynn over the winter of 2023-2024





Reading the story was a popular online event during lockdown in 2020. The story and exhibition make a connection with the taxidermy tiger known as 'Horace' who is on display in the museum entrance area. The exhibition has been popular at other venues and is created by Seven Stories, the National Centre for Children's Books. Staff plan to add local tiger-related exhibits to supplement the exhibition.

Future exhibition plans for Lynn Museum include *The Moon, our Nearest Neighbour* and a multidisciplinary exhibition *Woof!* celebrating dogs and drawing upon natural history, archaeology, art and social history.

### 2.3 Family events

The museum continues to offer events and regular family trails during holiday periods. Ancient Egypt took centre stage at Lynn Museum in February half-term, with visitors of all ages attending to learn about life among the pyramids. The *Ancient Egyptians* Family Event Day on Tuesday 14 February saw 350 people enjoying storytelling, crafts and object handling with the Lynn Museum learning team. Over the week, an *Egyptian Boggle* family trail was available for visitors and 260 children took part.



Egyptian storytelling, part of the popular Egyptians family event day at Lynn Museum in February Half Term



Tweet from a visitor to Lynn Museum over February Half Term

The Lynn Museum learning team delivered a digital version of the *Ancient Egyptians* event for a family whose daughter is in treatment for cancer and therefore unable to leave home. The family were delighted we were able to offer this digital engagement using the skills learnt during lockdown.



A range of family events and trails were also offered to mark the Christmas period.

## 2.4 Mini Museum

Lynn Museum continues to provide regular activities for our youngest visitors through the monthly mini museum programme. Activities are delivered by the museum's learning team. The mini museum activities have proved very popular, with at least 20 under 4s and their adults attending each time and with some sessions seeing over 40 children attending.

## 2.5 Coffee Mornings

The monthly themed coffee mornings continue to be offered at Lynn Museum. These offer a chance for people to enjoy the museum and an informal activity. The coffee mornings take place on the last Friday of the month.

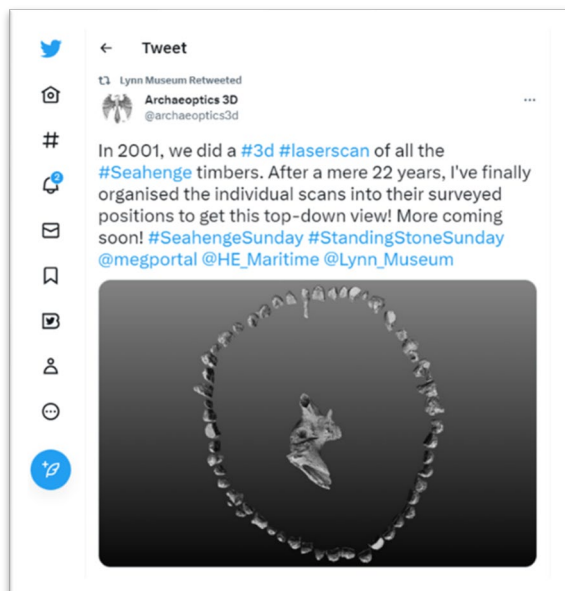


### 3 Other Museum developments

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 museum's Twitter and Facebook accounts may be seen here:

[https://twitter.com/lynn\\_museum?lang=en](https://twitter.com/lynn_museum?lang=en)  
<https://www.facebook.com/LynnMuseumNorfolk/>

Popular social media features have included #SeahengeSunday. This series of tweets has enabled the museum team to link up with Archaeoptics 3D who scanned the timbers from Seahenge as part of the detailed study of the Bronze Age monument. The scans revealed the axe marks on the timbers which showed that over 50 different Bronze Age axes were used.



Tweet from the people who scanned the Seahenge Timbers. The illustration provides a new perspective on the monument on display at Lynn Museum

Social media streams provide a good way to link with important stakeholders such as the National Lottery Heritage Fund (NLHF). The *#ThanksToYou* promotion offered a chance to support NLHF's campaign to thank people who buy lottery tickets.



Front of House Supervisor Beth Kierman with costumed interpreter Mark Taylor with fingers crossed, in support of the National Lottery's *#ThanksToYou* promotion.

3.2 On-site volunteering has been paused since March 2020 due to limitations in room capacity arising from the need to maintain strict ventilation controls to mitigate the spread of COVID-19. It is planned to revisit on site volunteering in the coming months once workspace becomes available again at the Town Hall offices.

3.3 As well as digital delivery, the museum has maintained strong links with local media outlets including the *Lynn News*. Staff continue to contribute to a fortnightly *Picture This* column, with a focus on local drawings, engravings and paintings.

3.4 The Lynn Museum's Seahenge display featured on a BBC radio piece in the Open Country Series. Presented by artist and archaeologist Rose Ferraby it included conversations with Francis Pryor, Maisie Taylor, John Lorimer and Oliver Bone.



Lynn Museum was included in BBC's Open Country in January 2023 in a programme about Seahenge

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 the young people via Zoom since the spring. Assistant Curator, Dayna Woolbright continues to work with Stories of Lynn Learning & Engagement Officer Rachael Williams and the young people.

3.7 The Lynn Museum has benefited from a legacy given specifically for the museum's use by the late Eric and Rita Newman. The Newman's were siblings who had retired to Congham near King's Lynn with interests in local history and helping children learn. NMS is very grateful for their generosity.

### 3.8 Staff Training

Staff training for the museum team includes on-line provision offered through the Norfolk County Council's Learning Hub on areas such as data protection, fire safety and security. In the period covered by this report team members undertook the 3 yearly first aid training course.



Team members refreshing their first aid knowledge of CPR as part of a first aid course at the museum

### 3.9 Retail development at Lynn Museum

The staff at the museum continue to develop the shop stock for visitors working with NMS retail manager Harriet Johnson. Recent examples of new lines include Seahenge fridge magnets and mugs.



Part of a shop display at the museum with new mugs and magnets. Seahenge is included in the *Crossing Places* novel by author Ellie Griffiths

## 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 NMS staff continue to support Borough Council colleagues with the development and delivery of relevant cultural and heritage project across the Borough, including ongoing support for Towns Fund projects including the Guildhall. Assistant Curator, Dayna Woolbright continues to work with the Guildhall project team on the Interpretation Strategy and through supporting the events and exhibitions programme.
- 4.3 The Lynn Museum free admission period started in October and runs until the end of March. This free admission period is provided under the terms of the Service Level Agreement (SLA) between the Borough Council and NMS.
- 4.4 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.
- 4.5 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 the repair of a damaged civic mace and the safe return of a long case clock lent to the first floor displays in the Custom House.
- 4.6 The restoration of the displays in Stories of Lynn at the Town Hall following an emergency caused by torrential rain is another example of partnership working in support of the town's heritage. In the autumn a team from the NMS conservation department attended site at short notice to ensure that collections were deinstalled where necessary and packed for safe storage until they can be reinstalled. Support has continued to be provided around the refurbishment of the display cases, mounts and screens.



Custom House Clock Move on 21.02.23 arranged by Assistant Curator, Dayna Woolbright. The long-case clock was collected by a conservator and horologist from Edmund Czajkowski & Son Ltd and safely returned to the lender in Swaffham following a period of 30 years in King's Lynn

## 5 Learning & Outreach

### 5.1 Teaching Museum Trainee

During 2022-23 the Lynn Museum continues to host an NMS Teaching Museum traineeship provided through the NMS Teaching Museum programme and funded through the Arts Council England National Portfolio Organisation 2018-2023 Business Plan. The Trainee for 2022 – 2023 has been Katie Crowson. As part of her traineeship Katie researched and gave a public talk on Samuel Gurney Cresswell. As in previous years, the trainee has also been learning about and contributing to museum work at both Lynn Museum and Ancient House Museum in Thetford. Katie has succeeded in getting a job as an Assistant Curator at the Science Museum starting on 27 February 2023.

### 5.2 *The Wild Escape* Teacher Event

Lynn Museum ran a digital information event for teachers in February about the Art Fund's *The Wild Escape* project. *The Wild Escape* is a UK wide project that asks children to explore the creatures in your museum and create an artwork imagining one creature's journey to a natural habitat rich in life. The stories and pictures children make will be brought together in a collective work of art, unveiled during a weekend of activities for all ages on Earth Day 2023. It is Art Fund's major new project uniting hundreds of museums and schools in a celebration of UK wildlife and creativity. *The Wild Escape* is inspired by *Wild Isles*, a landmark BBC series exploring the flora and fauna of the UK. The project invites primary school children to creatively respond to art and nature. It is run in partnership with Arts&Heritage, The Audience Agency, Carbon Literacy Project, Museum Development England, and Museum Development

UK. All pupils who participate with the project at Lynn Museum will receive a free family admission ticket to the Earth Day celebration at Gressenhall Farm and Workhouse during the Easter holidays 2023.

### 5.3 School visits

Lynn Museum continues to offer a range of school workshops run flexibly to accommodate teachers' needs. During this period topics have included Anglo-Saxons, Vikings, Romans and Iceni, Bronze Age and Seahenge, Stone Age, the Second World War, Ancient Egyptians, and Homes Long Ago. Schools are struggling with rising transport costs so we are seeing an increased use of public transport option and request for days where more than one topic is covered to get the best use out of the coach.



Tweet from Howard Junior School, Gaywood King's Lynn. The children had visited the Lynn Museum to learn about the Romans, including making Roman mosaics

Lynn Museum continues to work closely with Stories of Lynn running joint school workshops on topics such as Maritime Life, Lord Nelson, Captain Vancouver, Crime and Punishment, Frederick Savage and the Lynn Mart, the Great Fire of London, Floods and Flooding and for the first time after a special request – the French Revolution.

### 5.4 Home Education Provision at Lynn Museum



Costumed interpreter at Lynn Museum



Norfolk County Council has reported that there has been a 33% increase in the number of children being educated at home in Norfolk. NMS already offers free museum admission to home educated children and offers workshops for Home Education groups as for schools. During this period Lynn Museum has experimented with a new model of Home Education provision involving workshops which can be individually booked by Home Educating families. To keep costs down, these workshops were planned for the afternoon of a school workshop. The topics were Romans and Icenis and Bronze Age and Seahenge. The response has been overwhelmingly positive. Families have appreciated the educational provision, appropriate style of delivery, and opportunity to meet other home educating families and make new friends. The Learning Officer liaises regularly with the Norfolk County Council Elective Home Education Team and the museum will continue to evaluate its provision for this group.

One parent commented: *"We've loved the last two events, thank you so much for running them 😊"*

Another said: *Another wonderful event thank you*

## **6. Kick the Dust Norfolk – project update**

The Kick the Dust: Norfolk project, funded through the National Lottery Heritage Fund (NLHF) delivered in partnership with a range of organisations including YMCA Norfolk, continues to engage with young people aged 11-25. The project provides a structured progression pathway for young people: Player-Shaper-Leader. The team continues to deliver a blended approach with three quarters of sessions being delivered face-to-face and online engagement for those groups where this has been the most effective in gaining a valuable insight into the workplace. This is the case for our online work experience programme which removes access barriers for those wishing to engage in this acclaimed programme but where travel would be a barrier. This report compares our data with that of the other 12 national Kick the Dust projects through the Renaisi data produced for the National Lottery Heritage Fund from Oct 2020 to September 2021. This will be updated in March 2023.

### **Current number of interventions with young people:**

From the start of lockdown to the 1 March 2023 there were a total of 7,354 interventions, involving 2,632 individual young people taking part in 3,714 hours of quality digital activity. Following reopening and access to groups on site and in outdoor settings, the team has delivered 857 face to face sessions (78% of all delivery) with young people across the county, out of a total of 1,099 sessions delivered between March 2020 and 1 March 2023. This equates to 78% of all activity now being delivered face to face. This blended approach offers a more diverse range of opportunities for young people to engage in heritage.

Total numbers from October 2018 are 13,425 interventions, involving 4,354 individual young people taking part in 6,846 hours of quality activity, taking us beyond the initial target of 8000 interventions. As more young people take the lead in projects this is shifting the percentage of activity at each of the 4

levels. As we move to the end of the current project, we are no longer delivering at Pre-Player level showing that the YMCA young people are more confident and taking part in longer term projects as they engage on our sites.

- 25% of all activity was at Player level
- 40% at Shaper level
- 35% at Leader level.
- 86% of all activity in January involved young people in leading and designing projects, taking on the role of Young Ambassador and playing a leading part in the Youth Board.

Breakdown of activity taking place in each area since October 2018:

- 47.5% (1421 opportunities) in the West (covering Kings Lynn, Thetford and Gressenhall),
- 27% (817 opportunities) in the East (covering Great Yarmouth, Cromer and Sheringham)
- 25% (748 opportunities) in Norwich
- 316 volunteering opportunities have been provided to 172 individual young people.

We continue to develop and deliver an online training offer for all staff and volunteers who support youth engagement in NMS. In total 384 staff have taken part in training since October 2018, with 151 having taken up opportunities in lockdown. In addition, 45 young volunteers have taken part in training. Kick the Dust has supported 7 young people on its bursary traineeship programme, the last cohort finishing in May 22, all of whom have secured permanent employment within the heritage sector. A further 6 young people have completed the pre-traineeship programme. One Kick the Dust participant progressed onto the NMS Teaching Museum traineeship programme. Our 7 Young Ambassadors support Institutional Change within NMS and are on the strategic Youth Board and Project Board. Staff from our Front of House (FOH) and Visitor Services teams continue to engage in training such as mentoring and coaching and creating autism friendly spaces which forms part of the training offer to support the new pre-traineeship pilot programme for YMCA clients and other vulnerable groups. The Supervisor at Norwich Castle stated, *'It's been great to see customer focused enthusiasm again from the team, as a result we plan to have a small group who will regularly look at ways in which we can improve access, be more aware and more inclusive as a team'*.

Our offer to support staff and volunteers around the important theme of mental health and wellbeing is on-going and the Youth Board have been working with Public Health and the Audience Agency to incorporate the framework to measure mental wellbeing into the new evaluation tool to be in place for April 2023. Data from the young people's feedback forms shows that 25% of young people up to 1<sup>st</sup> March 2023 identified as having a mental health issue. As we have more FOH staff taking part in training to gain confidence in working with young people facing more complex barriers to engagement these Teams are offering opportunities to young people to gain further experience. The team at the Museum of Norwich and Time and Tide Museum supported 3 YMCA clients onto the pre-traineeship programme and Stories of Lynn took

on a young person with complex learning needs to support the Learning and Engagement Officer. The second cohort started in January at Norwich Castle and the Museum of Norwich and a further young person with complex needs at Stories of Lynn. Feedback from the 3 trainees has been extremely positive with comments such as:

*'This traineeship has given structure to other areas of my life. I now have a routine which will help me achieve other things in my life. Having structure has had a massive positive impact on my mental health'* (Trainee Norwich YMCA)  
*'Being in a working environment and watching staff work has made it easier for me to interact with people and school children. Having to manage my bursary payments has also helped me with finances and I am finding that easier now'.* (Trainee Great Yarmouth YMCA).

NMS and NCC continue to work together through the 'Making Creative Futures' group where members from across Children's Services identify ways to engage the hardest to reach and most vulnerable children and young people through a joint effort. The group continues to play a key part in the delivery of activity as part of the DfE funded Holiday Activities and Food (HAF) project through the Big Norfolk Fun programme ([Big Norfolk Holiday Fun - Active Norfolk](#)) and through our own contributions to this through our Kick the Dust offer. The focus is on mental health and wellbeing and now has representation from the NCC Public Health team.

### **Breakdown of respondents**

We continue to work with a higher number of older young people as we work with YMCA clients and those from the University of East Anglia and Norwich University of the Arts who are aged 17-25 years of age (54%). Whilst the number of young people aged 11-16 42(%) years is lower than the older age groups, this allows these young people to progress through the programme. The comparison with the Renaisi data is in brackets and highlights the changes since the last Renaisi report in 2021. Across all 12 Kick the Dust projects, the largest proportion of participants were from the 17-19 category (24%), while the largest proportion in Years 2 and 3 of the project came from the 14-16 category (32%). Approximately half of participants (49%) were aged 11-16 in Years 2 and 3, compared to 32% in this final year. The reasons cited by Renaisi for this change is that young people are engaging in deeper levels of engagement than in previous years which in turn could explain why participants are from the older age groups. Whilst this is the case for Kick the Dust Norfolk, we are providing a range of Shaper and Leader opportunities for young people across all age groups participating although the older age groups tend to be engaged at Leader level.

- 7% aged 11-13 years (15%)
- 12% aged 14-16 years (17%)
- 29% aged 17-19 years (24%)
- 29% aged 20-22 years (22%)
- 22% aged 23-25 years (23%)

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 the NLHF: (Renaisi data is shown in brackets)

Breakdown of ethnicity:

- Asian – 3% (5%)
- Black - 1.5% (7%)
- Arab – 0.2% (1%)
- Irish traveller – 0.5% (1%)
- Mixed ethnic – 4% (5%)
- White – 91% (70%)

Those who chose to respond to the question on whether they had a physical or mental disability which can be a barrier to engagement is as follows:

- Disabled – 22% (9% in Renaisi data)
- Non-disabled – 28%
- Preferred not to answer – 48%

A large number chose not to answer this question but a further 7% of young people added that additional barriers to their engagement included transport and finances.

How young people are finding out about Kick the Dust has changed since the beginning of the project with 16% coming to us through social media posts and the new Kick the Dust web pages, 10% through flyers and posters, 19% through friends or a family member and 12% from having taken part in a previous Kick the Dust activity. Strong partnerships with Children's Services and other cultural and youth organisations accounts for 43% of young people being signposted to Kick the Dust.

**Target audiences: (some young people fall into more than one category) as of 1/3/2023**

- FE/HE – 33%
- YMCA clients – 35%
- Secondary schools – 22%
- Young people with mental health issues – 25%
- SEND – 12%
- Outside of mainstream education – 9%
- NEET – 9%
- Looked after children and adopted living those at home - 5%
- Care Leavers – 4%
- Young Offenders and those at risk of offending – 3%
- Young Carers – 3%
- New arrivals and refugees – 2%
- Pregnant young mums and teenage parents – 2%

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 perceive museums in terms of being spaces for young people. (Updated 1/3/23)

- Before taking part in a KTD programme, 61% of young people stated they had little or no knowledge of job roles in NMS or the heritage sector. After their engagement 55% of these young people stated they now had a good understanding of the different job roles available in the

sector and a further 40% felt more knowledgeable. 95% stated that the skills they had learnt would be useful to them in the future (Renaisi 92%). This shows that Kick the Dust as a programme enables young people to gain a greater understanding of the opportunities within the heritage sector and develop transferable work skills.

- Following their engagement, 85% felt that museums were a space they would use in the future with 83% stating their engagement had been 'as expected or better than they expected'.

When we compare all our data to the Renaisi findings, (which uses data from October 2020 to September 2021 across all 12 national Kick the Dust projects), it shows we are in line with other Kick the Dust projects, scoring higher in 11 of the 13 areas. (The Renaisi responses can be found in the brackets and will be updated at the end of March 2023).

Following their engagement: updated 1/3/23

- 80% of young people felt that there were jobs for young people like themselves to work in heritage with 14% not sure and needing to find out more. (Renaisi 67%).
- 86% of young people said they had learnt new and interesting things about heritage (Renaisi 85%); 84% of young people felt that heritage represented young people like them (Renaisi 73%);
- 79% of young people said they were more likely to become a volunteer because of their involvement in KTD (Renaisi 78%) and 81% stated they would be looking to take part in other local heritage events as a result of their engagement (Renaisi 73%).
- 96% of young people stated they felt welcomed and respected by staff (Renaisi 95%) and 96% felt a sense of achievement (Renaisi 82%).
- 93% felt heritage delivered in this way would engage other young people (Renaisi 92%) with 98% of young people stating they now had a better understanding of heritage having taken part in the programme although 7% weren't sure and needed more engagement. (Renaisi 85%)
- 84% of young people felt they had the opportunity to influence decisions. (Renaisi 64%)
- 91% stated there was something for everyone irrespective of background (Renaisi 91%) although this needs to be put into context of other demographic data for Norfolk.
- 86% 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 with 50% of this number stating financial concerns as a barrier. (Renaisi 93%).
- 88% of young people said they had found heritage more relevant than they had before embarking on their Kick the Dust journey with 12% neither agreeing nor disagreeing (Renaisi 81%).

## Summary

The Kick the Dust project is due to end in March 2023 with evidence clearly demonstrating the impact on young people and staff engaging in activity. As we deliver activity through our blended offer of face-to-face activity and online

engagement, this impact is increased further as more staff engage in the co-delivery of activity and see the benefits to their own development. This has been seen in the delivery of current exhibitions, curation, the pre-traineeship programme and through collections.

Kick the Dust was set up as a three-stage journey, with young people developing transferable work-related skills and gaining experiences that they would struggle to find elsewhere, to support them in securing employment. Whilst young people cite being involved in curation and creating exhibitions as the main areas they have enjoyed, it is through these activities that they hone their skills and understanding of the workplace, which will help them secure employment longer term. The introduction of the 10 hour per week pre-traineeship programme allows those young people who have been developing their skills through the Kick the Dust programme, but who lack the confidence to put themselves forward for job roles, to go through a supportive recruitment process and receive mentoring support to help them progress after the programme ends. Feedback from those taking part in the pilot shows that this adds real value to the overall offer and that the process has helped them have the confidence to put themselves forward. The 10 hours a week posts meets the needs of the young person and the participating team and will be used to demonstrate to smaller museums that they can support a young person from a more challenging background in a meaningful way as well as provide opportunities for professional development for their own staff.

Our aim as we move forward is to support more working age young people to progress into employment, training or further learning and long-term volunteering. The new pilot for the bursary pre-traineeship programme will allow us to gauge the need and success of this entry level pathway into the sector. We have seen young people move through the programme, gaining the confidence to take on volunteering roles within NMS, others securing their first job through the Government's Kick Start 6-month placement programme; three young people who have taken up positions within NMS Front of House teams, eight young people progressing onto the Teaching Museum and Kick the Dust bursary traineeship programme, four of the last cohort of trainees securing permanent employment in the sector, one with NMS; two young people progressing onto Teacher Training, and nine young people taking on the Young Ambassador roles, one of whom has recently secured a position with Norfolk and Norwich Festival another on a Teacher training programme. Others have stated that their involvement has helped them make choices around subjects and options at school and college.

Take up continues to grow through the establishment of new partnerships with schools, colleges, Children's Services, and other cultural organisations as well as Job Centre Plus, Prospects (Shaw Trust) and Norfolk and Waveney MIND. The Kick the Dust web pages on the NMS site is bringing traffic and enquiries from young people who would not ordinarily come to us through our existing partnerships which will support this growth and solidify the way NMS approaches youth engagement going forward.

## **QUOTES**

*'Make Yarmouth & Saturday Art Club have influenced me to do more creativity and thanks to Kick the Dust for helping and supporting us. I was really shy*

*when I started and didn't speak much. I feel quite confident and have improved a lot more by being here and learning and artists and the history of Time and Tide' (Young Carer in the East).*

*'M chose film production after a National Saturday Club taster session at East Norfolk Sixth Form. She is now applying for a volunteering role as a result.'* (Project Worker East)

*'I still thought it was worth emailing to say thank you for the photos of the museum club enjoying the trail, it's so lovely to know they gave it such positive feedback as well! It was a lovely project to be involved in and I feel I have learned a lot about creating heritage projects in more practical terms, so thank you for that. I also hope that when I have the time there are more Kick the Dust projects I can get involved in!'* (Young Person on the Faith and Ritual YAF project)

*'It was a wonderful opportunity to be able to be a part of the SHARE organising group, so thank you for having young people, like myself, involved at an organising capacity at this event. It was very insightful and I learnt a lot. Thank you also for being so patient and helpful with my questions!'* (Lily F Young Ambassador KTD). *Following the event Lily secured a job with Norfolk & Norwich Festival in Kings Lynn – 'I have been successful in a job application (which I'm so happy about!!), to work at Kings Lynn Festival as their 'events and communications intern'*

*'Kick the Dust has helped me to gain real-life experience within the museum and heritage sector. I was able to curate, organise and develop my own creative project which has since been on display in numerous venues in Norfolk. As a result of this, I have been able to kick start my career as a project coordinator within the arts and culture sector. Without the hands-on experience that Kick the Dust gave me, and the help and knowledge of the scheme's organisers, I wouldn't have had the experience or confidence to start applying for the jobs I once dreamed of.'* (Young person on the online work experience programme.)

Lily who completed the 6 month Kick Start programme apologised for not being able to apply for the new Project Worker role saying: *'I was starting my application when I received a job offer regarding a role at the GroundWork Gallery in King's Lynn. I have accepted this so will no longer be applying for the Project Worker position. Which is bittersweet as the role breakdown excited me. Thank you so much for sending it over, I really appreciated it as I hadn't seen it.'* Lily – Young Ambassador

One of our complex needs young people who had previously applied for a traineeship has been successful on his work experience with Norfolk Library service. The project worker stated: *'I am sitting S who was one of the Time Turners and former College of West Anglia students. He has just completed his job placement with the library and has done brilliantly. He is applying for a permanent part-time post with the library service and has successfully been accepted onto their Casual staff list and hoping for a job in the library permanently'*. R Williams Project Worker and mentor

Working on the Baedeker project Aug to Nov 22 one young person stated: *'I feel that working on this project has been a new experience which has really helped me to develop some new skills and gain some new knowledge'*

### **Future funding**

Whilst the NLHF-funded Kick the Dust project will be ending in March 2023, NMS will be maintaining the *Kick the Dust: Norfolk* brand as the vehicle for our ongoing youth engagement programmes.

NMS has secured 3 years of funding from 2023-26 to support Kick the Dust activity through Arts Council England National Portfolio Organisation uplift funding. This will see the Kick the Dust team further developing the existing partnerships with libraries to support the development of young people's cultural and digital skills and provide pathways to employment in the cultural sector.

Additional funding has also been secured in 2023-24 from NCC Public Health to support Kick the Dust activity focussed on young people's mental health and wellbeing.

A National Lottery Grants for Heritage Round 1 application has now been submitted to the NLHF for the 'Your Heritage Your Future' project. The application was submitted by YMCA Leicester, with NMS as Lead Partner. This complex application was put together by a joint project team of staff from YMCA Leicester and NMS.

### **7. Visitor figures**

For the period will be circulated at the meeting

### **8. Recommendations:**

That the Area Museums Committee notes the report

### **Report Contact:**

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

**March 2023**

**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 the Museum will holding main 6 exhibitions. Subjects include 1953 Floods, Pocahontas and Norfolk, King Charles I, II, and III and Margery Kempe. We also hold smaller Children's exhibitions.

1.2 The major temporary exhibition for 2023 is Portraits and Personalities-

The Museum will be working with local private collectors and potentially institutions to showcase some of the best local artists past and present. We are particularly pleased to be able to showcase works by Henry Baines and Walter Dexter.

1.3 The next exhibition will be focussed on Pocahontas and Norfolk.

1.4 Our True's Talks are once again very popular. The Spring series is ongoing and has so far been fully booked. Subjects have included the 1953 flood, Henry Despenser and the immigrant communities in medieval Lynn.

**Other Museum Developments**

**2.1 Events**

Until 31<sup>st</sup> March 2023 we have an ongoing Community Hotspot Project where we provide a warm space and subsidised drinks.

7<sup>th</sup> May Tea Party for Northenders to celebrate the Coronation

1st June North End Tours begin

TBC June Local History Day

7th July Launch of Art Exhibition

9th July Sea Sunday

10th September Heritage Open Day

12<sup>th</sup> October Pat Midgley Memorial Lecture, Kathy Hipperson on costumed historical interpretation.

28th September True's Talks Autumn Series starts

9th November Margery Kempe Day

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

3.1 The Friends of True's Yard have expanded their normal 6 fundraisers to 8 and they have so far proven popular.

## **4. Partnerships**

### **4.1 West Norfolk Mind and Wellbeing**

We currently have a mental health project where the Museum hosts and runs Dungeons and Dragons sessions. Although a little out of our normal remit, we are a Community Museum and there have also been multiple studies in psychology to suggest that Dungeons and Dragons can also have therapeutic benefits for those with depression, anxiety and even post-traumatic stress. So far it is really opening up the museum to new audiences and feedback has been very positive.

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### **4.2 Heritage Learning Forum**

The Heritage Learning Forum has representatives from Stories of Lynn, King's Lynn Town Guides, Community Action Norfolk, Lynn Festival, King's Lynn Library, Marriott's Warehouse, Lynn Museum; Voluntary Norfolk, Tourism Support Officer, COWA, Volunteering Matters, King's Lynn Minster and St Nicholas' Chapel. This group meets quarterly to discuss various aspects of heritage organisations such as volunteers, school visits etc.

We are still in the process of deciding the focus for the collaborative Project. The Coronation and Margery Kempe being the forerunners in ideas suggested thus far.

## **5. Learning and Outreach**

### **5.1. True's Tots**

Thanks to funding from Norfolk Community Foundation we have been able to further develop our educational programme for the under 5's.

### **5.2. Margery Kempe**

We are working on a project to put on a play about the life of Margery Kempe at St George's Guildhall for schools and the general public. There will also be historical context workshops and we are liaising with Rachael Williams and Monika Saganowska as to their content.

### **5.3 Social Media**

Currently the Museum's Facebook page has 1.9k followers and Twitter has 1,406 followers. We have recently focussed on increasing our usage of Instagram as currently we only have 293 Followers. #FactFriday in particular has been very popular and

encouraged discussion about the history of the North End.

## **6 Visitor Numbers**

The figures for April 2022 to February 2023 were 10,129. This is an improvement on the same period in the previous year.

## **7 Resource Implications**

Finance- None

Property- we have applied for a CIL grant for a replacement lift.

Staff- The Museum has a new temporary member of staff for a project to help beat the cataloguing backlog.

## **8 Recommendations**

That the Area Museums Committee notes the report.

Originator of report:

Lindsey Bavin

Museum Curator

True's Yard Fisherfolk Museum

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## Agenda Item 7



Rachael Williams, Learning and Engagement Officer,  
Stories of Lynn and Project Worker for Kick the Dust.

**1 NOVEMBER 2022 TO 1 MARCH 2023**

### 1. Schools

1.1 From 1 November 2022 to 1 March 2023, 21 schools visited bringing a total of 952 primary school pupils, with 110 accompanying adults. 18 Schools are represented and all of them are from West Norfolk. One of them is a High School and the rest are in the Primary phase.

1.2 Most of our visits are two-site day visits between Lynn Museum and Stories of Lynn. We had one split site visit to True's Yard and SOL.

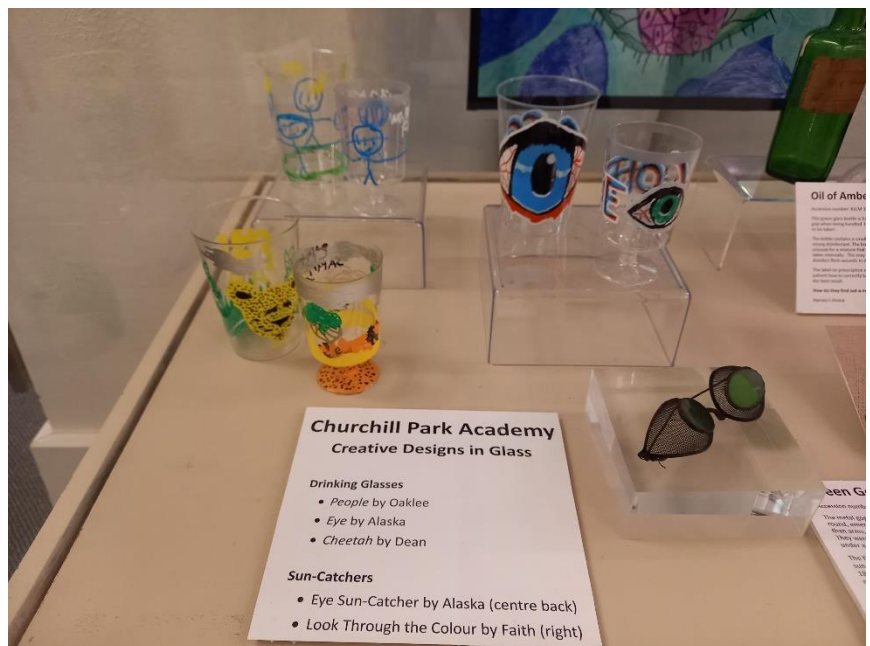
### 2. Kick the Dust in King's Lynn

2.1 Shannon Starr has been working as a pre-apprenticeship trainee and assistant to Rachael Williams at Stories of Lynn for a second period of 10 weeks. This is a paid roll for 10 hours per week for 10 weeks and part of a trial where Kick the Dust is employing three young people with additional needs who can explore the potential of the next phase of Kick the Dust. Shannon helped with the first Snories at Stories event in the museum.

#### 2.2 Wednesday's Churchill Park Complex Needs School students

2.2.1 Autumn Term 2 student group joined Rachel Duffield and Rachael Williams on a Glass theme. This was outreach work with Shannon (a former pupil of Churchill Park) and Rachael attending the school for a launch of the project and then Rachel Duffield delivering activities online (as we developed in lockdown and still find a great way to work with the students).

2.2.2 The artefacts were created by the students at their school. Some pieces were selected to go into an exhibition about Glass that was curated by the KTD Work Experience group. The mainstream group was running on a Tuesday for 12 weeks with Rachael Williams. (see below)



- 2.2.3 In Spring Term 1 a new group of students came to SOL for their face-to-face project with Rachael Williams. It was focussed on learning History themes (such as the Mart, King John, The gaolhouse). The students asked to make a film that they could show at school to tell other students and staff what they were doing at SOL. This worked well with an intention to create a film about the success of our partnership working with this Complex Needs school. The students did some of their own filming to be used by the filmmaker that KTD commissioned to work with the students. Churchill Park students also attended the King’s Lynn Academy Medieval History Day and enjoyed learning the history that it is reported they rarely focus on. We are delighted to provide that support to the staff of the school. Further opportunities to learn about the history of our area are being researched.
- 2.2.4 In Spring Term 2 we welcomed the commissioned film maker, Lewis Wickwar and the former and subsequent groups from Churchill Park so they could help make the film. This is not finished yet but will be shown to the Joint Museum Committee as soon as it is available. The day was very successful and the students also helped the filmmaker to make the film.
- 2.2.5 It is hoped that the development of KTD through SOL will be able to continue to work with Churchill Park and our new partners.

**2.3 KTD work experience**

- 2.3.1 “Glass” group completed their programme in Autumn 1 with an exhibition that is still on display in the undercroft of SOL. The students chose the items linked to the theme of Glass, wrote their own interpretation panel and labels which were then curated with the Churchill Park work.



- 2.3.2 This Spring Term “The Mayor’s Booklet” group are working on a booklet for the Mayor, about the paintings in the upstairs of the Town Hall. They are taking high resolution images, writing their own interpretation and liaising with the Graphics department to get it printed.

- 2.3.3 Rachael Williams and Luke Shackell, the King's Lynn Borough Archivist have embarked on a diversification of the Change Minds:

<https://changeminds.org.uk>

Change Minds is a transformative archival adventure for people from North Norfolk and Norwich who live with mental health conditions and are on low incomes, carers, volunteers and staff. Researching two digitised 19th Century Norfolk County Asylum Case Books at Norfolk Record Office and Norwich Millennium Library, Change Minds engages local people and online visitors in the stories it reveals during a fascinating investigation into local heritage, mental health and identity.

Supported by Norfolk Record Office and mental health professionals, so far 2 groups of 16 people have followed the same process in successive years. In Term 1 participants research someone encountered in the Case Books, track them online through census records in their local library and visit Norwich Castle Study Centre. Term 2 explores history and identity in creative workshops at Belfry Arts Centre, Overstrand or Oddfellows Hall, Sheringham. In Term 3, trained by Norfolk Sound Archive, participants make an oral history and web archive of their research and visit Gressenhall Museum. Finally both cohorts come together to create exhibitions at The Forum Norwich, Norfolk Record Office, Oddfellows Hall and online. A House of Commons reception hosted by our Patron, Norman Lamb MP, celebrates people's achievements. Our digital outputs remain online, for everyone.

Luke and Rachael have recruited just two participants who are between 18-25 years, who started Change Minds on 3 March 2023, and are very enthusiastic. It is anticipated that we will adjust the criteria for recruitment and look to bring in a further 10 young people to join the group, from 21 April 2023. Adjustments to the paperwork supporting the programme are being made to accommodate those under 18 and within the KTD age range.

## 2.4 KTD supporting other activities:

- 2.4.1 The KTD Young People helped to design the lanterns for the [BCKLWN Christmas Lights Switch On \(27.11.22\) in King's Lynn](#). They helped to collect and prepare the resources and to deliver the workshop in Tuesday Market Place where all 300 light units were used. They worked well as a team and were very enthusiastic, efficient and coordinated. The article below from the BCKLWN website was written by one of the KTD young people, Alex Hall.

# Kick the Dust Youth Group Presents:

## 'Light the Way to Christmas'

Published: Wednesday, 9th November 2022

As part of the popular King's Lynn Christmas Lights switch-on event taking place on Sunday 27 November 2022, children are invited to make their own remote controlled lantern to take home for Christmas.



The free workshop will run from 2pm until 4.30pm on the Tuesday Market Place. There's also festive family entertainment on the stage from Radio West Norfolk presenter Simon Rowe and live music from the Miss Jones Trio and Bear Club.

But the fun won't stop there! Afterwards at 4.40pm the lantern makers should all meet at the Lantern sign on the Tuesday Market Place to begin a parade around King's Lynn town centre, which starts at 4.45pm. Parents are asked to escort their children throughout.

The parade will wind through town, the Vancouver Quarter and back to the Tuesday Market Place ready for the count down to the Christmas lights being switched on.



We recommend wearing warm clothing; Christmas jumpers, hats and gloves, so you will stay nice and toasty.

Rachael Williams, Learning and Engagement Officer at Stories of Lynn is already looking forward to this year's parade:

"I am so excited that we are going to be Lighting the way to Christmas with the children and young people of King's Lynn. I love to recycle waste plastics and I am really grateful to my youth group and my colleagues for helping us to collect enough bottles for 300 people to join in this FREE event! It is the best way I can

think of to start the Christmas season – colour, light, friends, smiling faces and a walk round our amazing town centre”.

Cllr Graham Middleton, Deputy Leader and Cabinet member for Business, Culture and Heritage at the borough council, said:

“With the temperature dipping, and cost of living increases affecting us all, I’m pleased that we can give our residents another great free event to come and enjoy. This afternoon of free family entertainment should get everyone in the Christmas spirit and highlight what our town has to offer.”

This year's merry festivities will be bigger and brighter than ever so we hope to see you there for this very special family event.

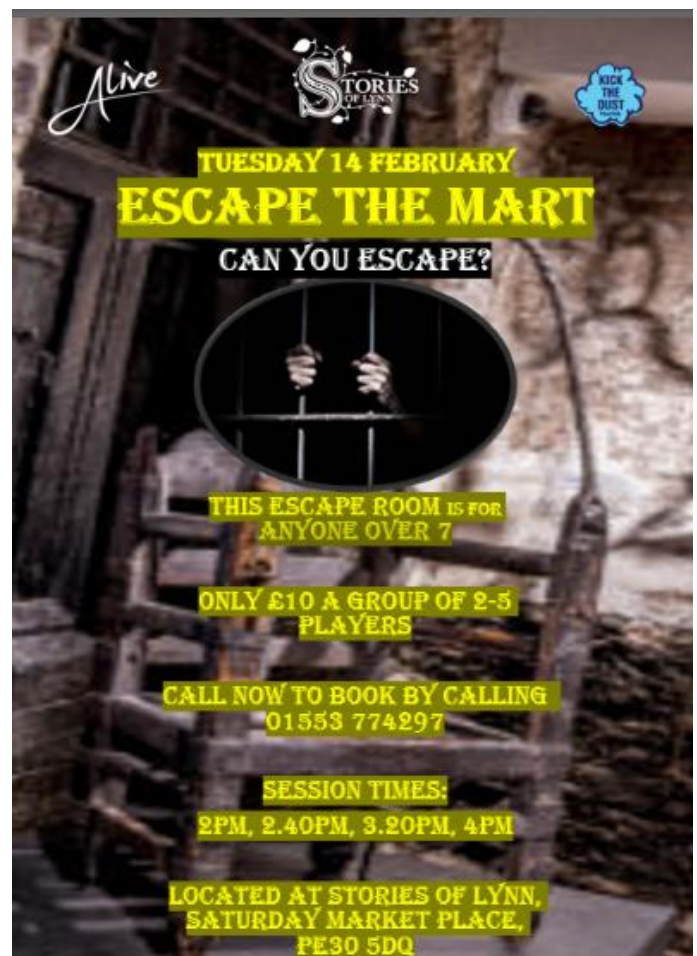
Get your lanterns, put on your mittens, it's time to remind Santa we're here, so let's Light the Way to Christmas.

This article was written by Alex Hall, part of the Kick the Dust Youth Group.

2.4.2 KTD ran a Christmas workshop (19.12.22) for visitors to SOL, choosing the activities and leading cooking activities.

2.4.3 KTD took part in the opening of the Mart and running an Escape Room in SOL Gaolhouse that they designed based on Frederick Savage’s life. Five groups of paying customers attended the pre-booked sessions and they all enjoyed the experience they had. The KTD young people were from work experience and from Kick the Dust Time Turners (Tuesdays 4 -5.30pm)

This poster was designed by one of the young people and used to promote their event through social media. It was booked up so quickly they had to offer to run an extra session!



2.4.4 Shannon Starr assisted Rachael Williams at Snories at Stories event at which the Guides created an exhibition about the 70<sup>th</sup> Anniversary of the 1953 Floods in King’s Lynn. This was displayed in the Gateway room of SOL and the Environment Agency supplied two pop-up banners of information to add to the display created by the Guides who were all of KTD programme age. It is hoped that we will be able to help Shannon to find a paid role as she has made a great deal of progress; KTD is unable to fund more.



### **3. Family Learning Activities**

#### **3.1 At Stories of Lynn**

- 3.1.1 Christmas event (as above) at SOL run by KTD – low numbers attended.
- 3.1.2 February half term holiday activities at SOL – low numbers attended on Monday but about 40 participants attended on the Tuesday.

#### **3.2 At St George's Guildhall Events**

- 3.3 The 15 February Hamlet Whodunnit event at St George's Guildhall had to be cancelled as only 5 attendees booked. The competition for other events was held responsible (e.g. Milkshake and the Mart children's day). This will be re-advertise this event for later in the year.
- 3.4 Dayna Woolbright and Rachael Williams continue to plan and deliver events for the St George's Guildhall until the new Learning and Engagement post is filled. At that point, we will shift to a support role for the Guildhall, ensuring the activity plan for the Guildhall is carried out. This will enable Rachael Williams to continue to work the within the Service Level Agreement between the BCKLWN and NMS, working with schools, running activities in SOL for families, BCKLWN community events, continuing to work within the directives of Kick the Dust and its partners and to undertake other projects and events.

**For further information on my report, please contact [Rachael.Williams2@norfolk.gov.uk](mailto:Rachael.Williams2@norfolk.gov.uk) 01553 669287.**

**Rachael Williams**

**1 March 2023**

**Item:** Tourism Marketing Update

**Committee:** King's Lynn & West Norfolk Area museums Committee

**Date:** 08<sup>th</sup> March 2023

**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 from June 2022 to 1<sup>st</sup> March 2023.

**2 Printed marketing**

**2.1 2023 Where to Stay in West Norfolk**

The 2023 edition of the *Where to Stay in West Norfolk* booklet of local accommodation will be published in late April 2023, ahead of the summer season. This booklet 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 of batches of 750 copies (to periodically enable updates and additions). It is still free-of-charge for west Norfolk accommodation businesses to appear in the booklet during this time, with the TIC staff checking for any updates from these businesses before we go to print each time.

**2.2 Discover King's Lynn**

The 2023 edition of this popular leaflet of ours is currently in print production, to be published and circulated from April 2023. The print run is still 160,000 copies, with large quantities subsequently distributed around the area by two distribution companies.

**2.3 Hunstanton Mini Guide and Downham Market Mini Guide**

Work on the 2023 editions of both of these titles is currently in mid-process. Copies of both mini guides are still available at some venues but when current stock has basically depleted we will run with another 40,000 copies of the updated *Hunstanton Mini Guide* and a slightly increased quantity of 15,000 copies of the updated *Downham Market Mini Guide* this spring too. Our department now waits for almost total stock clearance of all of our leaflets as we work towards zero waste with our printed titles – as a consequence, some tourism venues may have run out of our leaflets for a while before we go to reprint.

**2.4 Other publications**

The Borough Council is supporting the King's Lynn Town Guides once again by arranging the print and distribution of the *2023 King's Lynn Guided Walks* programme ahead of the spring start of the Town Guides new programme of walks (alongside our support with some of the Town Guides promotional materials too). Having already produced a reprint of the *King's Lynn Maritime Trail* booklet in early 2023, the Tourism department also plans to support any production of a *King's Lynn Hanse Day 2023* leaflet for the early-summer event, assuming the festival event goes ahead in the town.

The Tourism Department is planning to give its usual support to the print of the *King's Lynn Heritage Open Day 2023* booklet later this coming summer and the department will also conduct reprints of The Hunstanton Wolf Trail and The Hunstanton Horticultural Trail when necessary.

### 3 Digital marketing

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

As highlighted in the previous report to the King's Lynn & West Norfolk Area museums Committee, the new version of our main visitor website (Visit West Norfolk) launched on May 17<sup>th</sup> and, across the months since that time, continues to see regular changes and refinements to all aspects of the design, coding and content to better match the expectations of the modern visitor in the future.

The website has begun to feature example experiences in relation to **Group and Tour Visits to West Norfolk** (with initial focus on attracting group visits to King's Lynn, but with requests to both Hunstanton TC and Downham Market TC for local group experiences from their towns). Related to this work we have once again paid for a full-page advert for King's Lynn in a groups feature in *A Grand Day Out* (Feb 2023) as well as a King's Lynn section and set of e-shots to group tour operators via the *We Want Groups* business (Oct 2022 – Mar 2023) - both sets of adverts and advertorial to help attract more interest in the town from groups and coach tour operators.

#### Website Campaigns: 'Greener West Norfolk' and 'Visit West Norfolk...Naturally'

We are running a 10-month-long paid digital marketing green tourism campaign from March 1st 2023 to the end of the calendar year, to attract new environmentally-conscious visitors to our website and responsible tourism to the west Norfolk area in general, the campaign branded initially as 'Greener West Norfolk', with radio spots being commissioned for airing on radio stations in London and in the North-East of the UK across the 2023 springtime period, in time to attract domestic tourism to the area for the summer season.

The tourism department has also created a wide range of new content for this 'Greener West Norfolk' campaign, including downloadable guides related to both responsible tourism for visitors and sustainable tourism tips for businesses.

This campaign will utilise the existing collection of tourism promo video material in our archives (such as those all-year-round video clips commissioned in 2022 by ourselves), as well as new externally-commissioned photography in the late summer ready for September 2023 - when our 'Greener West Norfolk' campaign morphs into 'Visit West Norfolk...Naturally' – part of a region-wide shared-branding with the rest of the East Anglia tourism marketing network led by Visit East of England.

#### [www.sailthewash.com](http://www.sailthewash.com)

The tourism department is not responsible for the development of this digital platform, though we helped advertise the site and its leisure sailing offer in 2022 for this project. Such paid advertising of the website is being repeated again in the Norfolk Coast Guardian publication for 2023, and the Tourism department will meet with the Sail the Wash project group in late March 2023 to gain more of a steer regarding the types of sailing industry publications the project group wants future Sail the Wash promotions to be part of.

#### [www.explorewestnorfolk.co.uk](http://www.explorewestnorfolk.co.uk)

We continue to promote our Explore West Norfolk website and two related apps in our e-shots and other marketing materials, and we have plans to add brand new trails to the platform throughout 2023-24. Such trails include:

**Norfolk Coast: Myths & Legends** – a cross-Norfolk-boundaries major trail project led by the tourism department, including aspects of Lord Nelson's local history and the more

colourful aspects of our coastal history for cross-demographic appeal. This large-scale trail is currently in the starting process of its design and our aim is to launch this trail as a celebration of the Norfolk Coast Path section from King's Lynn to Snettisham, soon to be redeveloped by the NCC Norfolk Trails team in the future.

**King's Lynn Walsingham Way** – The Tourism department is an active partner of this locally-led project (headed by Canon Mark Diamond of King's Lynn Minster) to establish a new trail and waymarker posts, from the town to Walsingham, and there has been positive recent contact with local parishes who feature along the proposed route, ahead of external funding options being explored by this group.

**Downham Market Town Trail** – As from February 2023 some initial discussions have started between Discover Downham, DMTC and the Tourism department for a town-based trail with high casual visitor appeal.

### 3.2 Website traffic

Due to the combination of factors including the launch of a brand new version of the main website in late May 2022 (with the resulting loss of Google rankings for the previous site's webpages and the necessary rebuilding of site ranking in general search results), a probable negative consequence of the cost-of-living crisis and perhaps even a negative impact from the fuel crisis of the time, we recorded only slightly higher page views and site visitors for 2022 compared to the previous year.

Total Website Page Visits:

2019: 887,312

2020: 2,253,011 [pandemic era]

2021: 1,511,885

2022: 1,659,271

Total Website Visitors:

2019: 212,803

2020: 414,648 [pandemic era]

2021: 351,173

2022: 385,877

### 3.3 Events

2022 witnessed an almost complete return of a regular annual events programme to west Norfolk, including the return of largescale festivals such as King's Lynn Festival (now running for over 70 years) and Festival Too. There have been reports to Visit West Norfolk that footfall has been good at many of the returning events in west Norfolk, but that the numbers could be much improved. Some notable events around west Norfolk in recent months include the 'Luminate Sandringham Winter Light Trail 2022' (10<sup>th</sup> November 2022 – 18<sup>th</sup> December 2022) and Houghton Hall's packed programme of 2022 exhibitions, which included sculptures by artist Ryan Gander, an exhibition of North Sea painting by John Virtue and, most recently, The Houghton Oak Project (which featured sculptures crafted by Ernst Gamperl out of a 300-year-old dying Oak from the Houghton park grounds). The Houghton Hall programme ended on September 25<sup>th</sup> 2022, with this year's main exhibition being from April 23<sup>rd</sup> – October 29<sup>th</sup> 2023: 'Sean Scully – Smaller Than The Sky'.

The return of the superb King's Lynn Heritage Open Day 2022 last October (postponed from September) attracted a great deal of footfall to the town's historic venues on that Sunday, with 990 people recorded as visiting the Stories of Lynn attraction in town that day

alone). After a wealth of recent Christmas-related activity in our towns, the tourism department is looking forward to the forthcoming season of local festivals and events (as well as town-based King's Coronation events), including an increasing number of community engagement opportunities being planned at King's Lynn's Guildhall of St George.

One forthcoming event we believe to be of note for the King's Lynn & West Norfolk Area Museums Committee is the following:

King's Lynn Civic Society is planning to host a '**Heritage Volunteers Day**' at the Town Hall in a bid to attract new supporters for key heritage and environmental groups in the town. The event will take place at King's Lynn Town Hall on Saturday 17<sup>th</sup> June 2023. It will run from 10am-4pm. This June date has been selected to coincide with National Civic Day – an annual event promoted by Civic Voice to encourage communities to celebrate their area, encourage civic pride and to encourage active participation in local groups and activities.

#### 3.4 Business e-shots

Local tourism businesses and organisations on the tourism department's business database continue to receive our fortnightly e-shots (latest tourism business news in email format) and the department now has a 'Tourism Industry' section of the Visit West Norfolk website for local tourism businesses to find an archive of our e-shots, latest news and downloadable tourism reports. The tourism department hopes to continue to attract both established and new west Norfolk tourism businesses to our tourism database for future communications.

#### 3.5 Consumer e-shots

The scheduled programme of our regular Visit West Norfolk tourist-facing e-shots continue to be sent out to prospective visitors every fortnight. The content of each e-shot is usually a mix of themed content and promotions of a small set of events or attractions, accommodation and activities.

### 4 **Planned activity**

4.1 The Tourism department's completed ***West Norfolk Tourism Development Plan 2022-26*** can now be downloaded from the Tourism Industry section of our website. As previously reported, this 5-year plan has been informed by current key local, regional and national business recovery plans alongside ongoing feedback from local stakeholders. The six key strategic aims, stated in the plan to assist west Norfolk's post-pandemic tourism business recovery, are currently being reviewed in themed workshops throughout the first half of 2023, such sessions externally facilitated, and attended by officers, members and key stakeholders from the local tourism industry. The aim of the series of six workshops being to come to a consensus with regards to targets and actions related to the strategic aims stated within the aforementioned tourism development plan.

4.2 Some other key actions planned by the Tourism Department include:

#### 4.2.1 The Launch of the Hunstanton Observatory

After the Tourism department's successful 2021 application for funding for a Hunstanton Observatory building (funding from the European Regional Development Fund and Interreg), the subsequent planning application – submitted in early autumn 2022 - was deemed successful in February 2023 and the construction of the observatory build at the Hunstanton clifftop pitch & putt site began on March 6<sup>th</sup> 2023. As previously reported, it is the department's aim to make west Norfolk a great hub for off-season Dark Skies-type astronomical events in the future, in a bid to further help support an all-year-round tourism

economy for the local area. The site will be pre-bookable for events being held by a variety of local groups beyond the interest of Astronomy, including those groups wishing to study the local environment and the history of the local area. A website link dedicated to this observatory site, as well as booking information and local amateur night-sky photo competition will all be launched via the Visit West Norfolk platforms at the same time as the springtime launch event for the site. A sensible diversity of all-year-round pre-booked observatory use is encouraged, as the night-sky astronomy season is only at its best from October-March annually.

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

As previously reported, the Tourism department continued working with the EXPERIENCE Norfolk team at NCC on another project up until recent times, the aim 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. The ‘BeNorfolk’ website has been recently launched and aims to help catalogue and promote local bookable sustainable tourism experiences and businesses throughout the Norfolk county: <https://benorfolk.co.uk>

## 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, often including bi-weekly marketing meetings with VEE and its ‘DMO Coalition’ of members from other areas of the region. As previously reported, this regional coalition continues to utilise an ongoing marketing pot, primarily created from Visit Suffolk and Visit Norfolk funds, to help promote the East of England (including to inbound overseas visitors to the area).

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 across the period covered by this report (June 2022 - March 2023):

- British Destinations.
- Downham Market Town Council Tourism [periodic meetings restarted from Feb 2023].
- Employer Engagement Network [Norfolk-wide, includes regular *Skills Network* e-shots].
- EXPERIENCE Norfolk [NCC – the project soon coming to an end].
- Film Friendly Norfolk Steering Group.
- Good Journey County Campaign (NCC).
- Hunstanton Observatory Working Group.
- King's Lynn & Norfolk LCWIP Group.
- King's Lynn Town Centre Public Realm & Repurposing Project Group.
- King's Lynn Walsingham Way Group.
- Norfolk & Suffolk DMO Coalition.
- Norfolk Tourism Recovery Best Practice Group.
- Visit Britain [via semi-regular DMO calls].
- Visit Norfolk [Visit West Norfolk/BCKLWN are executive committee members].
- Visitor Pressures Steering Group [Norfolk coast focussed].
- West Norfolk Tourism Forum.

## 6 Resource implications

None.

**7 Policy implications**

None.

**8 Recommendations**

The committee is recommended to note the report.

**9 Access to Information**

No background papers.

Author of report

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