

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, 8th January, 2024 at 2.00 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT:

Borough Councillors

Councillors P Bland, A Bubb (Chair), M de Whalley, A Kemp (Vice Chair) and Mr B Davison

County Councillors

Councillors L Bambridge and M Chenery of Horsburgh

Ex-Officio Non-Voting Members

Councillor J Ward, Norfolk Joint Museums Committee

Co-opted Non-Voting Members

Lindsay Bavin, True's Yard Museum

Officers

Oliver Bone, Lynn Museum
Robin Hanley, Norfolk Museum Service

1 APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor R Kybird, Norfolk Joint Museums Committee.

2 MINUTES

The minutes of the meeting held on 9 October 2023 were agreed as a correct record, subject to County Councillor J Ward being added to the list of attendees.

3 MATTERS ARISING

There were no matters arising.

4 **DECLARATIONS OF INTEREST**

Councillor Bland and County Councillor Bambridge declared an interest in item 6 as Trustees of True's Yard Museum.

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

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

The Curator of the Lynn Museum presented the report on the King's Lynn Museum activities in the period from September to November 2023. A copy of the report is attached to the minutes.

The Committee's attention was drawn to the following areas of the report:

- Covid-19 and Infection Control service update.
- Exhibitions and events at Lynn Museum.
- Forthcoming Exhibitions: The Moon: Meet our Nearest Neighbour and Woof - a Celebration of Dogs. The Curator confirmed the opening event for The Moon: Meet our Nearest Neighbour exhibition was on Tuesday 6 February at 2.30pm and explained Committee Members were welcome to attend the event.
- Family events.
- Family Trails.
- Mini Museum.
- Heritage Open Day.
- Coffee Mornings.

The Curator of the Lynn Museum invited the Committee to ask questions in relation to section 2 of the report.

In response to a question raised by County Councillor M Chenery of Horsburgh, the Curator explained they would be featuring a Taxidermy Wolf in the Exhibition Woof - a Celebration of Dogs and confirmed they would have further information on wolves in Norfolk as part of that.

County Councillor J Ward referred to the Exhibition Woof - a Celebration of Dogs and asked whether they would allow people to bring their dogs to the opening of the Exhibition. In response, the Curator explained assistance dogs would be allowed. The Assistant Head of Museums explained they would need to have a conversation with their Conservation colleagues. He confirmed they would ask the question.

The Chair, Councillor A Bubb commented that his local library was not aware of The Tiger Who Came to Tea Exhibition and raised concerns around advertising. In response, the Curator agreed with the Chair and commented that they could always do better at advertising and added they should have good information at libraries around the district.

Councillor A Kemp referred to the coffee mornings and asked whether there was a diverse of people attending the coffee mornings, particularly people from care homes. In response, the Curator explained they had good links with some local care homes and confirmed they had had residents come in the past. He added they would work on and try to encourage more visits in that way.

County Councillor L Bambridge commented that she really enjoyed the Exhibitions. She added she loved the Hoards Exhibition and thought the displays were excellent and the illustrations at The Tiger Who Came to Tea Exhibition were beautiful.

Councillor M de Whalley asked whether there was anything included in the Woof - a Celebration of Dogs Exhibition about early beliefs. In response, the Curator explained they had incorporated a number of different aspects such as the natural history of dogs, companion dogs, working dogs and added if they weren't able to incorporate it in the exhibition, they would look into including it as part of their talks programme or through social media. The Assistant Head of Museums added there was the potential to explore that and explained he was sure that would feature within the Exhibition.

The Committee's attention was drawn further to the following areas of the report:

- Newman Legacy.
- Other Museum developments.
- Teaching Museums Trainees.
- Partnerships.

The Chair invited questions and comments in relation to those areas of report.

Councillor M de Whalley referred to the Kick the Dust and getting young people to work alongside professionals and enhancing their digital skills. He added he understood there was a backlog of archive work and asked whether this would be included in those opportunities. In response, the Assistant Head of Museums explained as part of the programme they were planning to improve the collections information about the collections in King's Lynn and added they were looking at opportunities to involve both volunteers and young people in that programme.

In response to a question raised by the Chair, Councillor A Bubb, The Assistant Head of Museums confirmed they did not derive any income from the YouTube channel and added it was more of an advocacy marketing route for them.

The Committee's attention was drawn further to the following areas of the report:

- Learning & Outreach.
- Kick the Dust Norfolk - countywide project update. A verbal update was given following publication of the agenda.

Mr B Davison commented that it was an excellent report but explained he felt the report lacked information on industrial heritage in relation to King's Lynn and West Norfolk. In response, the Assistant Head of Museums explained that King's Lynn's industrial heritage is really important and added he felt in the displays within the Lynn Museum this was reflected on. He went on to explain an area of work which would focus on that work was the Savages collection. He explained they had discussions with the Curator leading the project about the opportunities to engage young people and new audiences with the Savages story as part of the project to improve the collections documentation and make it more accessible. The Assistant Head of Museums agreed that there were always opportunities to promote King's Lynn's heritage.

The Chair, Councillor A Bubb asked whether there was any assistance for those people from Kick the Dust that do not have their own transport to get to Gressenhall. In response, the Assistant Head of Museums explained they were very aware for the need to facilitate access and added they were working closely with libraries and using those locations to make it more accessible.

County Councillor M Chenery of Horsburgh referred to the Victorian Christmas event at Gressenhall and asked how successful it was and whether it could be done in King's Lynn. In response, the Assistant Head of Museums explained to the Committee that Gressenhall Farmhouse Museum hosted a Victorian family event before Christmas where people could come to the site and celebrate a Victorian Christmas and he confirmed the event was sold out and added they were looking to run it again next year at Gressenhall. The Assistant Head of Museums explained in terms of a Gressenhall type Victoria Christmas event, the Lynn Museum would not be ideally suited but suggested venues such as the Town Hall or the Guildhall would be better to hold an event of a similar nature. County Councillor M Chenery of Horsburgh went on to ask whether the Christmas tree at Gressenhall was lit with candles. The Assistant Head of Museums explained the Christmas tree was artificially lit to try to create the right atmosphere but to prevent incurring risks.

In response to a question raised by Councillor A Kemp, the Assistant Head of Museums explained they worked really closely with colleagues in Childrens Services. He went on to explain there was a regular working group chaired by the Kick the Dust Project Coordinator which brings together colleagues from Childrens Services and other parts of Norfolk County Council to look at opportunities and added he felt confident they had the right connections but explained they could always improve.

County Councillor L Bambridge commented on Savage and explained that last year whilst the Mart was in King's Lynn on the Tuesday Market Place, that there was an Exhibition held at the Corn Exchange which she went to and someone had come along and brought photographs and boards of Savages and added there were opportunities like that there to look into to have pop up Exhibitions.

The visitor figures for the period September to November 2023 were circulated to the Committee at the meeting and noted. A copy of the visitor figures is attached to the minutes. The Committee were advised that during the financial year of 2023-2024, the visitor figures were looking very good for the Lynn Museum. He added the figures were up significantly from where they were this time last year and explained he felt this was because of the greater interest from schools, success from the Exhibition programme and the team at the Lynn Museum. The Curator commented that they hoped that December, January, February and March would also show improvements.

County Councillor J Ward referred to the Norfolk Exhibition Programmes incl. King's Lynn Town Hall SLA within the visitor figures and asked what else it included. In response, the Assistant Head of Museums confirmed it captured activity on site at Stories of Lynn which is managed by the Norfolk Museums Service.

The Assistant Head of Museums responded to questions from the Chair, Councillor A Bubb relating to how far back the attendance figures went.

County Councillor L Bambridge asked for a reason as to why there was a drop in the figures for the Exhibitions compared with 2022-2023. In response, the Assistant Head of Museums commented that they felt this coincided with Rachael Williams' departure but added they expect the figures to increase as soon as the post is filled.

In response to a question raised by Councillor M de Whalley, the Assistant Head of Museums explained the majority of sites around the service were almost back to where they were pre pandemic in terms of overall attendances.

In response to a question raised by County Councillor J Ward, the Assistant Head of Museums explained targets were reviewed on an annual basis working with the statistics team and added he expected to see the targets increase for the next financial year.

Councillor A Kemp asked what activities would be on offer for young people and families in the February half term within Museum settings. In response, the Assistant Head of Museums explained all their sites focused activities on February half term as historically it was a peak time but added all of their sites would be offering family friendly programmes during the February half term period. The Curator of the Lynn Museum confirmed there was a family event day, Museum Trail

for families and the forthcoming Exhibition, The Moon: Meet our Nearest Neighbour scheduled for the February half term.

Mr B Davison commented that he was pleased to see the attendance figures were getting back to pre-covid levels.

RESOLVED: That the report be noted.

6

TRUE'S YARD REPORT

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

The Chair, Councillor A Bubb thanked the Museum Curator at True's Yard for the visit to the True's Yard Museum which they attended prior to their meeting.

The Committee received the report of the Museum Curator at True's Yard. A copy of the report is attached to the minutes.

The Committee's attention was drawn to the following areas of the report:

- Temporary Exhibitions and events at True's Yard Fisherfolk Museum.
- Learning and Outreach.

The Museum Curator at True's Yard invited questions and comments from the Committee in relation to the report.

The Chair, Councillor A Bubb referred to the Summer Art Exhibition and asked whether some of the pictures in the warehouse would be let out to take part in the Exhibition during the summer. In response, the Museum Curator at True's Yard and the Assistant Head of Museums Service explained concerns had been raised that small organisations would not be able to do loans. The Assistant Head of Museums highlighted to the Committee that they do whatever they can with the pressures which sites like True's Yard face and do what they can to mitigate costs. The Assistant Head of Museums added with certain partners that they have wanted to support where the loan of an original work of art has been prohibited in terms of insurance, they have been able to facilitate really good digital versions and explained there were other routes they could explore.

The Chair, Councillor A Bubb suggested to the Museum Curator at True's Yard that they could approach their Borough Councillor who has a fund of £1000 to distribute for Community use and that this could possibly be applied to this. In response, the Museum Curator at True's Yard explained they were fortunate to receive funding from that and spent it on a defibrillator.

In response to a question raised by County Councillor J Ward, the Museum Curator at True's Yard explained the visitor figures met the previous year but did not exceed.

County Councillor M Chenery of Horsbrugh referred to NHS Wellbeing Dungeons and Dragons and asked whether they were working with the Norfolk and Suffolk Foundation Trust. The Museum Curator at True's Yard confirmed this was specifically with Norfolk and Welney.

RESOLVED: That the report be noted.

7 **REPORT OF THE BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK**

In the absence of the Senior Tourism Support Officer, the Committee noted the report.

RESOLVED: That the report be noted.

8 **DATE OF NEXT MEETING**

The next meeting of the King's Lynn and West Norfolk Area Museums Committee would be held on 18th March 2024 at 2.00pm in the Council Chamber, Town Hall, King's Lynn.

The Chair, Councillor Bubb asked if the Democratic Services Officer could arrange a tour of the Stories of Lynn for the Committee prior to its next meeting.

The meeting closed at 3.20 pm



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

8 January 2024

Item No.

KING'S LYNN MUSEUMS REPORT

Report by the Assistant Head of Museums

This report provides information on King's Lynn Museum activities in the period from September to November 2023

1. COVID-19 and Infection Control service update

A number of the COVID-secure systems and procedures implemented across Norfolk Museums Service (NMS) sites during the pandemic remain in place. Infection control priorities remain:

- Ventilation
- Cleaning regimes
- Hand sanitisation

CO2 monitors provided through Norfolk County Council (NCC) continue to operate in a number of spaces across NMS where there is more limited natural/mechanical ventilation. These CO2 detectors are monitored locally by staff and also link into the LoRaWAN network, facilitating the use of monitoring dashboards to track live data and trends.

2 Exhibitions and events at Lynn Museum

2.1 Current exhibition: *The Tiger Who Came to Tea* 24 November 2023 - 20 January 2024



The current exhibition at Lynn Museum is a touring exhibition supplemented by material from the museum collections. *The Tiger Who Came to Tea*

celebrates the life and work of Judith Kerr, one of Britain's best known children's book author-illustrators.



Opening event on 24 November 2023



Retail display of tiger-related merchandise at Lynn Museum

Copies of Kerr's original artwork will be on display alongside notes and sketches. Children can also enjoy stepping into Sophie's kitchen to have tea with a life-size tiger. Published in 1968, Kerr's first picture book *The Tiger Who Came to Tea* began life as a bedtime story for her own children. It became a classic. By the 40th anniversary in 2008, the book had 11 language translations and had sold over five million copies.

The exhibition celebrates 100 years of Judith Kerr and her major contribution to children's literature. It has been developed by Seven Stories, the National Centre for Children's Books, and introduces the beloved picture book to a new generation of family audiences. Reading the story was a popular online event during lock-down in 2020. The story and exhibition make a connection with the taxidermy tiger known as 'Horace' on display in the museum entrance area.

2.2 Hoards: Archaeological Treasures from West Norfolk

Until Saturday 11 November 2023



The Hoards exhibition continued to prove popular in its last months at the museum. The artefacts are now safely packed away and the loans from Norwich Castle Museum & Art Gallery returned.

The display explored the stories of ancient hoards in West Norfolk, their significance and burial. The exhibition featured 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 V&A/ ACE Purchase Fund, the National Lottery Heritage Fund and the Headley Trust.



Hoard of early Anglo-Saxon coins from Fincham



General view of the Hoards exhibition at Lynn Museum

The museum team used the theme of the exhibition for other public programming including the monthly adult talks programme. For example, Adrian Marsden, numismatist with the NCC Historic Environment team spoke about the Dersingham English Civil War hoard and NCC Finds Liaison Officer Helen Geake spoke about the Sutton Hoo finds in the light of new discoveries of Anglo-Saxon goldwork. In October, Prof Michael Lewis FSA MCIfA Head of Portable Antiquities & Treasure at the British Museum gave a talk on *Treasuring the Past: recording archaeological finds made by the public*.

The Museum team is working with our NCC colleague Adrian Marsden on a publication about hoards in west Norfolk. This will serve as a legacy for the exhibition.

2.3 Forthcoming exhibition *The Moon: Meet our Nearest Neighbour*' opening Monday 3 February 2024

This touring exhibition explores earth's natural satellite – the moon. A key exhibit is a gigantic moon model which will be suspended above the exhibition making use of the museum's high ceilings. Also, as part of the exhibition visitors will have the once-in-a-lifetime opportunity to touch a real piece of moon rock. Other exciting artefacts include ephemera from the 1969 moon landing. The display together with an associated programme of events and activities has been supported by a grant of £10,000 from the UK Shared Prosperity Funding for West Norfolk for arts cultural heritage and creative activities.

2.4 Forthcoming Exhibition *Woof, a Celebration of Dogs* opening Autumn 2024

This will be a Lynn Museum-curated exhibition drawing upon natural history, archaeology, art and social history.

2.5 Family events

The museum continues to offer events and regular family trails during holiday periods. The *Ancient Romans Discovery Day* (family event day) in October Half Term was on a Romans theme to tie in with the Roman material featured in the Hoards exhibition. This event saw 339 visitors attending including 143 children.

2.6 Family Trails

Trails are provided at the museum for children and families to enjoy an exploration of the museum.

Trails offered at the Lynn Museum during the autumn of 2023 included:
10 September - *Let's Create!* Drawing Trail (84 visitors)
16 October to 5 November - *Kids in Museums Monster Tour* (254 visitors)
24 October to 28 October - *Roman Gods* (240 visitors)

2.7 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.

21 September - Dinosaurs

19 October - Autumn

9 November - Nursery Rhymes

2.8 Heritage Open Day

The Museum once more opened for free admission on the town's Heritage Open Day and received 552 visitors.

2.9 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. Topics have included spring terrariums, Bronze Age handling, basket weaving and medieval tiles.

29 September Ask a Curator (15 participants)

27 October Roman Mosaic Tiles (8 participants)



Poster for October's coffee morning at the museum

2.10 Talks Programme

Recent talks at the museum with attendance are listed here:

29 September *The Norfolk Regiment in the First World War* (29 participants)

27 October *Treasuring the Past: Recording Archaeological Finds Made by the Public* (21 participants)

3 Legacy

The Lynn Museum has benefited from a legacy given specifically for the museum's use and provided 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. The museum service is very grateful for the Newman's generosity.

Dayna Woolbright has been appointed as Newman Curator, and we have recruited to a Newman Assistant Curator position. Jan Summerfield will be joining the team in February.

4 Other Museum developments

4.1 The Lynn Museum continues to develop its social media presence, with Twitter and Facebook and now Instagram accounts being actively used and maintained by staff. The museum's X (Twitter) , Facebook and Instagram accounts may be seen here:

[\(20\) Lynn Museum \(@Lynn_Museum\) / X \(twitter.com\)](#)

[\(20+\) Facebook](#)

[King's Lynn Museum on Instagram • Photos and videos](#)



Social media post by Professor Michael Lewis who plans to collaborate with the museum team on a new book about pilgrim badges

4.2. It is planned to revisit on site volunteering in the coming months as part of a Connected Communities bid the museum team is working on.

4.3 NMS Learning Officer Melissa Hawker has continued her regular slot for Radio Norfolk to discuss local history and promote forthcoming events.

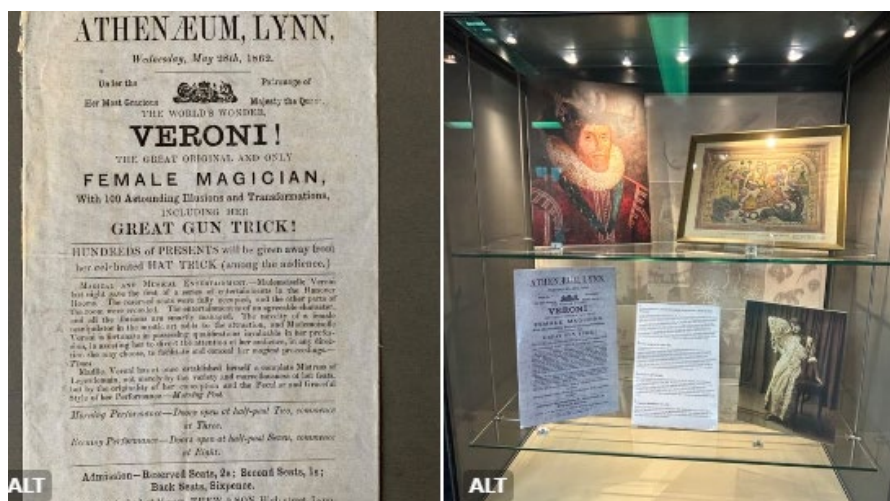
4.4 As well as digital delivery, the museum has maintained strong links with local media outlets including the *Lynn News*. Staff continue to contribute to a fortnightly *Picture This* column, with a focus on local drawings, engravings and paintings.

4.5 A variety of films linked to Lynn Museum are available on the Lynn Museum You Tube Channel, see: [Lynn Museum - YouTube](#)

4.6 Online exhibitions are available through the Google Arts and Culture platform: [Lynn Museum, King's Lynn, United Kingdom — Google Arts & Culture](#)

4.7 Teaching Museums Trainees

Recruitment will be starting shortly for the one year-long NMS Teaching Museum Traineeships, delivered as part of the NMS Arts Council England National Portfolio Organisations Business Plan 2023-26. As part of this programme there will be a Curatorial West Trainee position working across both Thetford and Lynn Museums. In addition, there will be a Newman Trainee to work on a collections project at the museum. Both trainees will start in early April 2024.



Reception case display at Lynn Museum created by this year's NMS trainees

5 Partnerships

5.1 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.

5.2 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. Newman Curator, Dayna Woolbright has contributed to the work on the St George's Guildhall project Interpretation Strategy and the events and exhibitions programme working with Rachael Williams. Jane Hamilton has now joined the Guildhall Team as Learning and Engagement Officer. The events have included a popular Dragon Festival and a Christmas event will be held in December. Other work includes curating

an exhibition of watercolours for the Fermoy Gallery by CT Page. Christopher Page was Curator of Lynn Museum and Art Gallery from 1902 to 1931 and passed away in 1952.

5.3 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.

5.4 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 ACE-funded NMS *Kick the Dust: Norfolk* project. Recruitment to this post is currently underway, following the departure of previous postholder Rachael Williams. The postholder works closely with colleagues from the Borough Council and the Norfolk Record Office.

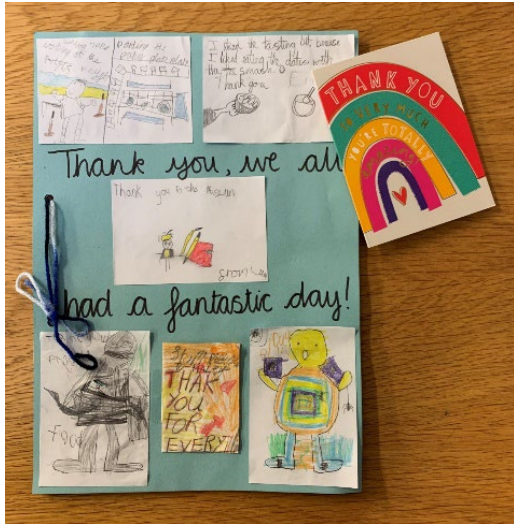
5.5 NMS Newman Curator, Dayna Woolbright leads on supporting the Borough Council and Festival Office on collections management advice and support. Recent contributions have included advice on the safe use of the civic regalia, and delivery of temporary displays at Stories. An example is the current exhibition *Retro Games*, using content and collections from the NMS site Time and Tide Museum in Great Yarmouth. The *Retro Games* exhibition charts the rise of video gaming. Starting with the early days of arcades in the 70s, the show moves through the decades of gaming development taking in some of the key vintage consoles. NMS staff also assisted an enquirer with access to civic collections. The enquirer's ancestor had given the town some of the regalia.

6 Learning & Outreach

6.1 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. School sessions normally follow a pattern of a carousel of different activities with children learning in a variety of styles. Delivery of sessions is normally by a mix of museum staff and freelance costumed interpreters.

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 and Floods and Flooding.



Thankyou drawings and letters from pupils from Green Park School following a visit to Lynn Museum



Social media post from All Saints Academy showing appreciation for a visit for a learning session about Egyptians at Lynn Museum

This following link for teachers explains what is on offer at Lynn Museum for pupils at Key Stage 2:

[Key stage 2 education at Lynn Museum - Norfolk Museums](#)

7. Kick the Dust Norfolk – countywide project update

Background

The first Kick the Dust project delivered by Norfolk Museums Service (NMS) was funded by the National Lottery Heritage Fund and ran from October 2018 to March 2023.

The target audience for Kick the Dust activity is young people aged 11-25, with a particular focus on young people aged 16-25 who do not normally engage with the heritage or consider it relevant to their lives. Priority participants are young people facing multiple challenges and barriers, including YMCA clients and other young people engaging with NCC and partner organisations specialist support services. Key project partners include YMCA Norfolk, Creative Collisions (Great Yarmouth) and NCC Children's Services, Libraries and Public Health.

Kick the Dust provides a progression pathway for young people, enabling them to use heritage to develop their confidence, skills and routes into employment using the *Player, Shaper, Leader* model.

For this original project, total participation numbers from October 2018 to March 2023 were **13,905 interventions**, involving **4,527 individual young people** taking part in **7,039 hours of quality activity**, taking us beyond the initial project target of 8000 interventions. As the project developed, more young people took the lead in projects, shifting the percentage of activity at each of the 4 levels.

- 25% of all activity was at Player level
- 40% at Shaper level
- 35% at Leader level
- 86% of all activity in March 2023 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 from October 2018 to March 2023:

- 47% (1,449 opportunities) in the West (covering Kings Lynn, Thetford and Gressenhall),
- 27% (825 opportunities) in the East (covering Great Yarmouth, Cromer and Sheringham)
- 26% (771 opportunities) in Norwich
- 331 volunteering opportunities have been provided to 180 individual young people.

In total 420 staff took part in training, with 151 having taken up opportunities in lockdown. In addition, 45 young volunteers took part in training. Kick the Dust has supported 7 young people on its bursary traineeship programme, the last cohort finishing in May 2022, all of whom have secured permanent employment within the heritage sector. A further 6 young people completed the pre-traineeship programme. One Kick the Dust participant progressed onto the NMS Teaching Museum traineeship programme with 3 others applying for the role and being shortlisted. Two Young Ambassadors have progressed onto teacher training programmes. Our 7 Young Ambassadors have supported Institutional Change within NMS on the strategic Youth Board and Project Board. Staff from our Front of House (FOH) and Visitor Services teams have engaged in training such as mentoring and coaching, mental health first aid and creating autism friendly spaces which played a key role in

supporting the new pre-traineeship pilot programme for YMCA clients and other vulnerable groups.

Current activity

Following the successful conclusion of the National Lottery Heritage Fund funded Kick the Dust project, NMS has secured additional funding through an Arts Council England National Portfolio Funding (NPO) Uplift award for the period 2023-26. This will enable NMS to continue to support young people in the three Levelling up for Culture places of Great Yarmouth, King's Lynn and Thetford. This additional funding will enable young people to participate in high quality cultural and heritage activities that develop their creative and digital skills and potential, as well as prepare them for the workplace.

During 2023-24 NMS is also receiving funding from Norfolk County Council (NCC) Public Health to support Kick the Dust activities that focus on the mental health and wellbeing of Norfolk young people.

NMS is partnering with Norfolk Library & Information Service (NLIS) to deliver this exciting programme of activity enabling us to strengthen partnership working between museum and library staff and increase levels of cultural engagement by young people in a sustained way, employing the successful Kick the Dust approach to youth engagement that uses the three-stage progression model *Player-Shaper-Leader*. The programme will be aimed at those in the three priority places aged 16-25 years, with opportunities for 13–16-year-olds to engage as part of the progression framework.

The key aims of the new Kick the Dust project are to:

- develop transferable work-related skills with the aim of supporting more working age young people into employment, training or further learning.
- develop digital skills linked to creative industries to address the digital skills gap in heritage and cultural sectors.
- increase young people's creative skills and for young people to gain a range of new cultural experiences.
- encourage an appreciation of the history and culture of their local communities.

Young people will work alongside professionals to develop their transferable work-related and creative skills, through the co-production of activity and events, volunteering and work experience operating at a level that meets their needs.

The following data is based on the start of this new project covering the period 1/5/23 to 18/12/23.

Number of interventions with young people:

Between 1/5/23 and 18/12/23 there have been **1,098 interventions** involving **446 individual young people** taking part in **747 hours** of quality activity. **92%** of the activities were face to face, the other sessions being offered online with young people in the principal target areas.

This blended approach offers a wider range of opportunities for young people to engage in heritage:

- 20% of activity was at Player level (to introduce new young people to the project)
- 58% at Shaper level (longer term project with young people determining the content)
- 22% at Leader level (long term engagement – young people leading projects, acting at governance level, mentoring staff)
- 74% of all activity involved young people in leading and designing projects

Breakdown of activity taking place in each area:

- 45% (87 opportunities) in the West (covering Kings Lynn, Gressenhall),
- 18% (36 opportunities) in Thetford
- 19% (37 opportunities) in the East (covering Great Yarmouth, Cromer)
- 16% (31 opportunities) in Norwich
- A further 3 opportunities were offered to young people at alternative venues outside of Norfolk
- 36 volunteering opportunities have been provided, with 3 young people taking on the role of Digital Buddy and 7 as Young Ambassador.
- Of all delivery, 84% involves young people being part of a long-term group, providing them with a deeper understanding of heritage and allowing them to explore their identity, develop their skills and confidence and embed themselves more in their local communities, a key aim of ACE.

The young people have access to all of NMS sites and can visit with a friend or family member for free during their engagement for that year. Free passes were issued to those beginning on the programme in June 2023. Data shows that passes are being used outside of the times the young people would attend a session in their home museum.

We continue to deliver a blended training offer for all staff and volunteers who support youth engagement in NMS. Staff input to the training programme will be formulated as the project progresses and needs are identified. Social media training working with a specialist from Libraries has been embedded into team meetings which include three of our Young Ambassadors who are acting as Digital Buddies. Further opportunities are being planned for the Spring term to include SEND and Mental Health First Aid training. The team accessed the 'Childhood Adversity and Creating a Trauma Informed Environment' on 31 October (as part of the new *Your Heritage Your Future* National Lottery Heritage Fund funded project) which will inform future delivery and they will also join the '*I'm a teenager get me in there*' training in January 2024 at Ely Museum.

Our offer to support young people around the important theme of mental health and wellbeing is on-going and this will be measured through the new evaluation framework using data from the young people's feedback forms as

well as the new narrative evaluation which is being rolled out from September 2023 to September 2024.

At the end of the NLHF funded project in March 2023, 26% of young people identified as having a mental health issue. Up to 18/12/23 data shows that 47% of the individual young people who have taken part in the new programme of activity identify as having a mental health issue (although this is from a smaller number taking part) showing the need for this programme. Through a systematic approach to evaluation, in partnership with Libraries, the team will be able to demonstrate impact on mental health on those talking part and the young people will be able to monitor their progress through the programme in relation to skills, confidence and mental health. Narrative evaluation will further demonstrate impact.

NMS and NCC continue to work together through the 'Making Creative Futures' group, chaired by the Kick the Dust Project Coordinator, 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 through our Kick the Dust offer. The focus is on mental health and wellbeing and has representation from the NCC Public Health team. This group acts as the vehicle to share best practice, ideas and resources and its membership continues to grow.

Target audiences: (some young people fall into more than one category) as of 18/12/23

- FE/HE – 44%
- YMCA clients – 8%
- Secondary schools – 39%
- Young people with mental health issues – 47%
- SEND – 3%
- Outside of mainstream education – 25%
- NEET – 31%
- Looked after children and adopted living those at home - 0%
- Care Leavers – 1%
- Young Carers – 6%
- New arrivals and refugees – 6%
- Pregnant young mums and teenage parents – 1%

In terms of how young people are finding out about Kick the Dust, it is clear that the Kick the Dust website is being used effectively with 50% of young people finding out about the project through the updated web pages ([Kick the Dust - Norfolk Museums](#)); 17% coming via one of our partner organisations and 17% having already taken part in a Kick the Dust project in the past.

Impacts on mental health and well being

The new young people’s feedback form includes the 78 positively worded items from the Warwick-Edinburgh Mental Well-being scale for assessing a populations’ mental well-being. The Young Ambassadors worked alongside the Norfolk Public Health team to devise the questionnaire, and this will be used in addition to the other measures to show impact in this key area.

From the Young People feedback forms, following their involvement in Kick the Dust, 50% strongly agreed that this had had a positive impact on their mental health and wellbeing with a further 50% agreeing.

Of the 22 responses to 18/12/23, the following data chart highlights how young people were feeling before taking part in Kick the Dust:

QUESTION – pre engagement	All of the time	Some of the time	Often	Rarely	Most of the time
I've been optimistic about the future	7%	43%	28%	21%	0%
I've been feeling useful	14%	57%	21%	7%	0%
I've been feeling relaxed	14%	57%	14%	14%	0%
I've been dealing with problems well	7%	36%	50%	7%	0%
I've been thinking clearly	14%	28%	50%	7%	0%
I've been feeling close to other people	7%	36%	36%	21%	0%
I've been able to make up my own mind about things	28%	21%	43%	7%	0%

The following data chart highlights how 8 young people were feeling following their engagement in Kick the Dust between June and October 2023 (no further forms have been completed between Oct and Dec):

QUESTION- post engagement	All of the time	Some of the time	Often	Rarely	Most of the time
I've been optimistic about the future	13%	50%	38%	0%	0%
I've been feeling useful	25%	38%	38%	0%	0%
I've been feeling relaxed	25%	50%	13%	0%	13%
I've been dealing with problems well	25%	25%	38%	13%	0%
I've been thinking clearly	25%	38%	38%	0%	0%
I've been feeling close to other people	13%	13%	63%	13%	0%
I've been able to make up my own mind about things	25%	13%	63%	0%	0%

From the additional questions asked of the young people taking part, it is clear that the programme is meeting their needs and helping them see themselves in a museum or heritage setting.

- 100% of all young people strongly agreed that the museum was a safe space for young people like themselves who were struggling;
- 100% strongly agreed they were given a voice that was listened to;
- 63% strongly agreed that they understood heritage better than they had done before taking part with a further 25% agreeing;
- 63% strongly agreed that following their engagement heritage was more relevant with a further 25% agreeing. The same numbers stated that they felt heritage represented young people like themselves;
- 85% stated they now had a greater understanding of museums and the job roles available with 50% strongly agreeing that they could see themselves working in the sector;
- 63% strongly agreed that the skills they had acquired would be useful to them in the future with a further 38% agreeing;
- 43% strongly agreed they felt more connected to their local community than previously with a further 57% agreeing;
- 72% agreed that their involvement had helped them to explore and feel more connected to their own identity and heritage.

Summary

The NLHF funded Kick the Dust project ended in March 2023 with evidence clearly demonstrating the impact on young people and staff engaging in activity. The programme is now moving into a new phase, with funding support from ACE and NCC.

Kick the Dust is a three-stage journey, with young people developing transferable work-related skills including digital 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.

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 strong partnerships that have been developed through Kick the Dust provide a strong base on which to build, bringing new young people into museum and library spaces.

Success comes in many guises and this month we have had one of our YMCA young people progress into independent living and gain a place on a Level 3 Access course, with the Kick the Dust programme and pre traineeship giving her the confidence to take these steps. She has also secured a role in the NMS Visitor Services team for Norwich Castle. Another participant is now a core member of staff on the NMS Visitor Services team at Gressenhall. Another young person has progressed from being a Young Ambassador to gaining a L4 Apprenticeship with Channel 4 in London and two others have secured places on the MA in Museum Studies in Norwich. One former Kick the Dust participant has secured an internship with the United Nations.

Quotes from our Young Ambassadors regarding their engagement in Kick the Dust and their involvement in the 'Done and Dusted' celebration event, show the impact that the programme has had on them:

'Kick the dust gave me hands on experience of the industry I want to work for while becoming more proficient in the skills I need to get me there.' Chloe, Young Ambassador

'The most important thing that Kick the Dust did for me was increase my confidence through representing the voices of other young people, inspiring me to pursue a career in the museum sector by showing me that it's a place where I'm able to make positive institutional change.' Emily, Young Ambassador

'A fantastic opportunity to develop my confidence, experience and skills for future employability, and learning more about different opportunities in the heritage sector, as well as the next steps I want to take and my future aims' (Emily following her engagement in Kick the Dust)

'Kick the Dust has played such a key part in my life and helped me secure employment when most doors were closed to me, giving me the skills and confidence to move forward. It is like being part of a family.' Jazz, Young Ambassador

'My experience has been highly positive. It has allowed me to connect with other young people with a similar interest in the industry. It has also provided me with varied work experience that will contribute significantly to my search for employment in the sector. I have learnt so much more about the heritage sector and the abundance of roles at play, which has led me to new interests and career goals. Engaging with people currently working in the sector has been invaluable and deepens my understanding of the importance of the work the museum services do in the local community.' (Marr, Young Ambassador)

'Can I thank you again for the guide to the museum which details all the sensory issues and what to expect etc. We used the booklet before her last school trip in January. I wish more places had something like that.' (Parent of an autistic child using the booklet prepared by Teenage History Club)

New funding bid to the National Lottery Heritage Fund

A successful National Lottery Heritage Fund Grants for Heritage Round 1 application was 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, who are now working on the Development Phase of this application, ahead of a Round 2 bid submission in May 2024. If the Round 2 bid is successful, project delivery would commence in later 2024.

8. Visitor figures for the period will be circulated at the meeting

9. Recommendations:

That the Area Museums Committee notes the report

Report Contact:

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NORFOLK MUSEUM SERVICE
Visitors by Museum and County Total

			APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	YEAR TO DATE	TOTAL	
N O R W I C H	Castle Museum	2021-22	0	2,732	5,309	8,053	12,796	7,652	8,964	6,226	4,068	4,962	8,110	6,605	51,732	75,477	
		2022-23	8,129	6,857	9,070	8,289	9,390	8,084	8,900	7,259	2,995	7,483	7,914	14,373	65,978	98,743	
		2023-24	13,471	9,922	10,889	12,590	15,391	10,647	11,597	7,256						91,763	91,763
	Norwich Castle Study Centre (Shirehall)	2021-22	0	0	0	0	2	0	0	0	7	3	23	27		2	62
		2022-23	24	59	43	56	46	29	85	46	49	82	116	121		388	756
		2023-24	106	53	126	92	101	75	63	79						695	695
	Museum of Norwich	2021-22	0	115	504	595	614	842	749	767	422	647	1,308	1,165		4,186	7,728
		2022-23	1,406	1,552	1,044	1,666	2,476	1,970	1,431	1,406	1,387	1,185	1,587	1,917		12,951	19,027
		2023-24	1,589	1,378	1,241	2,064	2,059	2,381	1,824	1,329						13,865	13,865
Strangers Hall	2021-22	0	0	0	24	39	450	508	521	460	0	302	883		1,542	3,187	
	2022-23	478	642	639	635	779	843	713	620	863	16	329	986		5,349	7,543	
	2023-24	468	522	453	1,185	1,699	962	850	770						6,909	6,909	
E A S T	Tolhouse Museum	2021-22	0	0	0	0	3	0	751	5	0	0	3	-3	759	759	
		2022-23	323	197	116	273	886	643	217	30	11	104	39	53		2,685	2,892
		2023-24	475	196	207	346	1,145	1,104	367	15						3,855	3,855
	Elizabethan House Museum	2021-22	0	249	546	863	1,181	1,205	2,160	30	38	102	34	-1		6,234	6,407
		2022-23	948	1,022	986	1,056	1,444	1,618	1,249	0	331	65	67	21		8,323	8,807
		2023-24	1,156	1,017	881	1,338	1,622	1,817	1,237	79						9,147	9,147
	Time and Tide	2021-22	0	451	1,302	1,449	2,588	2,307	4,600	1,399	782	1,195	1,465	1,634		14,096	19,172
		2022-23	1,705	1,947	2,427	2,336	2,604	3,035	2,188	2,040	1,149	1,344	1,949	2,803		18,282	25,527
		2023-24	2,451	2,235	2,508	3,083	3,350	3,701	2,502	2,053						21,883	21,883
Cromer Museum	2021-22	0	231	574	994	1,438	1,232	984	80	16	57	114	34		5,533	5,754	
	2022-23	943	902	1,018	1,281	1,842	1,423	1,045	2	25	111	52	60		8,456	8,704	
	2023-24	1,046	1,223	1,357	1,426	2,163	1,436	1,230	0						9,881	9,881	
W E S T	Lynn Museum	2021-22	0	308	736	906	1,614	1,446	1,316	1,381	889	899	1,289	1,246		7,707	12,030
		2022-23	810	818	959	1,528	1,553	1,257	2,495	1,804	1,129	1,228	2,233	1,984		11,224	17,798
		2023-24	1,358	1,171	1,445	1,446	1,887	1,774	2,228	2,228						13,537	13,537
	Ancient House Museum	2021-22	0	280	134	313	335	1,085	442	746	460	487	602	468		3,335	5,352
		2022-23	784	483	440	1,062	710	961	882	429	701	764	743	878		5,751	8,837
		2023-24	650	635	686	1,466	676	959	693	832						6,597	6,597
	Gressenhall Farm & Workhouse	2021-22	1,623	2,605	3,426	3,510	6,935	5,077	4,636	1,400	549	191	710	3,283		29,212	33,945
		2022-23	5,676	5,273	7,604	5,018	6,139	5,731	5,912	1,836	1,018	265	637	4,955		43,189	50,064
		2023-24	5,840	4,363	7,648	4,788	6,653	5,768	5,408	1,585						42,053	42,053
Norfolk Exhibition Programmes incl. King's Lynn Town Hall SLA	2021-22	0	152	147	150	152	133	275	708	317	314	217	502		1,717	3,067	
	2022-23	308	338	785	686	200	39	2,091	825	221	414	621	402		5,272	6,930	
	2023-24	263	883	568	130	360	1,395	523	274						4,396	4,396	
		2021-22	1,623	7,123	12,678	16,857	27,697	21,429	25,385	13,263	8,008	8,857	14,177	15,843	126,055	172,940	
		2022-23	21,534	20,090	25,131	23,886	28,069	25,633	27,208	16,297	9,879	13,061	16,287	28,553	187,848	255,628	
		2023-24	28,873	23,598	28,009	29,954	37,106	32,019	28,522	16,500					224,581	224,581	
		TARGET	20,000	18,000	22,000	22,000	25,000	22,000	24,000	14,000	8,000	9,000	12,000	14,000	167,000	210,000	

KING'S LYNN & WEST NORFOLK AREA MUSEUMS COMMITTEE

December 2023

TRUE'S YARD FISHERFOLK MUSEUM REPORT

Report by Museum Curator

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

1.1 Exhibition Programme.

Our exhibition room has had a fresh coat of painting and we will soon be underway with the 2024 programme. There are six exhibitions planned for 2024. The Timber Trade in King's Lynn, *Whodunit? Solve a Victorian Mystery*, *Dig for Victory – 70th Anniversary of the end of Rationing, "Don't Panic!"* The Home Guard and The Naval Reserve and our Summer Art Exhibition.

1.2 Summer Art Exhibition

Our annual art exhibition theme for 2024 is *Nostalgia...King's Lynn Through Time*. The Museum will be working with fisherman, turned artist, Alan Castleton inspired by photographs from the town's past. There will also be multisensory elements to bring the exhibition to life. A corner of the exhibition will also be dedicated to celebrating the works of Walter Dexter.

1.3 True's Talks

Our True's Talks Spring series will begin on 1st February 2024. Subjects include Georgian Lynn, Medieval Paintings, Travel in the Middle Ages, Victorian Self Help, and more. Plus, a bonus talk on the 4th April 2024 on the Population of True's Yard

Other Museum Developments

2.1 Events

18th January 2024 Tastes of the Past Wartime Rationing Dining Experience

7th February 2024 Older Person's Open Day

3. Friends of True's Yard

3.1 The Friends of True's Yard have 8 fundraisers planned this year including their normal lunches plus quizzes and bingo.

4. Partnerships

4.1 College of West Anglia- Tastes of the Past

Following consultation with Mike Sanderson (CWA Hospitality Careers Advisor and industry expert), The Museum have developed a budding working relationship with NOVUS restaurant (CWA). The collaboration with NOVUS is an excellent opportunity to

foster work experience relations with CWA and to raise the profile of True's Yard to a wider audience.

The first event in the programme will be 'Wartime Rationing: A Historical Dining Experience', held at NOVUS restaurant on Thursday 18th January 2024. The night there will be live explanations of a historic taster menu, and will feature a cooking demonstration from CWA chef, Adam Burns.

The success of this event will determine future event bookings with NOVUS, including a 'Georgian Puddings' event for later in 2024.



4.2 YMCA Leicester and Norfolk Museum Service, Your Heritage, Your Future

The Museum is taking part in 'Your Heritage Your Future'. A project designed to support young people who have not been afforded the opportunity to engage in the Heritage Sector due to childhood adversities. The project will create the chance for them to participate, lead, work and ultimately bring diversity and inclusion to the heritage sector workforce.

As part of the project the Museum have taken on a young person, Shannon Starr, on a 6 month paid work placement (funded by the project).

4.3 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, St George's Guildhall Complex, 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.

5. Learning and Outreach



Permission from parents granted for use in this report

5.1. Half term Craft Activities

Following the success of our Vikings and Victorians Day the Museum will be offering a variety of themed craft and play sessions throughout the year. We will be trialling different combinations of eras.

5.2. Toasty True's Yard

We were successful in our application for the Norfolk Community Foundation Hot Spot Fund to expand our Warm Space project from last year. We will continue to be a warm space but on top of that offer free breakfasts Wednesday-Friday.

5.4. NHS Wellbeing Dungeons and Dragons

A mental health project where the Museum hosts and runs Dungeons and Dragons sessions. It has encouraged users from a diverse variety of backgrounds to enjoy the Museum complex and the feedback we have received from attendees is that it has made a difference to improving their wellbeing.

5.5 Oral History Project- Capturing Memories

Since September 2023, a new Oral History Committee has formed with the aim of reinvigorating a previous oral history project. The new project 'Capturing Memories' will focus on broader histories than just the North End Fisherfolk but look toward King's Lynn and the surrounding areas from World War 2 onwards.

The decision to move towards broader histories of Lynn was informed by a general shift towards recording memories of living history, as demonstrated by organisations such as the Time and Tide Museum in Great Yarmouth with their recent 'Christmas from the 1950s/1980s' project.

5.5 Social Media

Currently the Museum's Facebook page has 2.1k followers and Twitter/X has 1,420 followers. We have recently focussed on increasing our usage of Instagram and our followers are steadily increasing 401 Followers (last report 293).

6 Visitor Numbers

The figures for April 2023 to December 2023 were 8,385.

7 Resource Implications

Finance- Savings and income generation is a big part of the 2024/25 budget.

Property- None.

Staff- Tabitha Kaye is stepping down as Deputy Manager and we are recruiting her replacement.

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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