

**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.

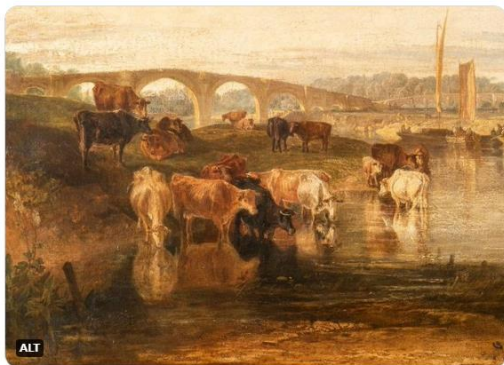


Lynn Museum  
@Lynn\_Museum

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 😊

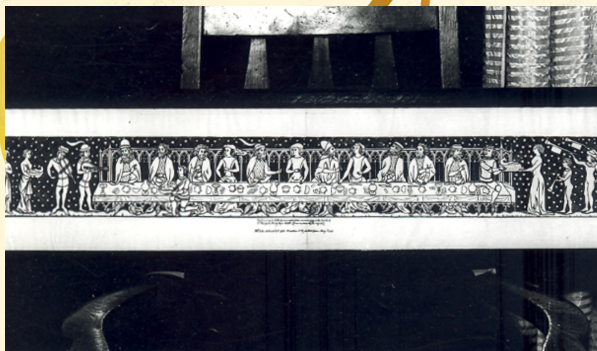


# Lynn Museum Talk

## 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.

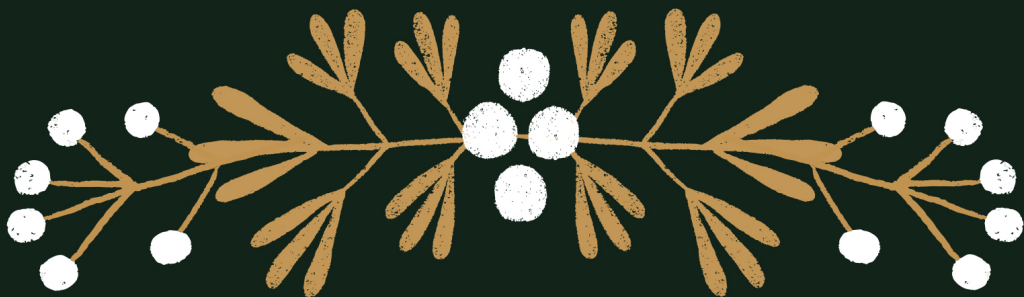


01553 775001 / [lynn.museum@norfolk.gov.uk](mailto:lynn.museum@norfolk.gov.uk)



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# 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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