

Great Yarmouth Cultural Heritage Partnership

Minutes

Thursday, 10 December 2015 at 10:30

Present :

Hugh Sturzaker (In the Chair), Councillors Barry Coleman and Bernard Williamson (GYBC), Peter Jay (Hippodrome), Don Edwards (Lydia Eva), Tom Richards (Voluntary Norfolk), Andrew Fakes (GYLHAS), Alan Carr (Group Manager - Tourism, GYBC), Melodie Fearn (St George's Primary School), Vicki Mileham (Friends of Priory Gardens), Robin Hanley (Norfolk Museum Services), Caroline Fernandez (Great Yarmouth Library), Lorraine Finch (LF Conservation & Preservation) and Sammy Wintle (GYBC)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Kate Argyle.

2 PRESENTATIONS

- Borough Strategy for Arts and Culture. Interim Report

It was reported that John Knell was unable to attend the meeting and that the Borough Strategy for Arts and Culture Interim report would not be available until February/March 2016.

- Town Centre Initiative

In the absence of a representative from the Town Centre initiative, Members were presented with a summary of the external meeting held which detailed the overall vision and master plan.

Councillor Coleman reported that the Market Place would take priority as it is seen as the focal point for Great Yarmouth. The Chairman asked in regard to the timescale for the final report, and was informed this was February 2016.

3 MINUTES

The minutes of the meeting held on 17 September 2015 were confirmed subject to amendments as follows :-

- (i) In item 2 John Kendell should have read John Knell.
- (ii) In item 7 - Vicki suggested holding a tea event should have read Lorraine suggested holding a tea event.
- (iii) In item 7 - It was reported that the Mary Ley Lines should have read It was reported that the Michael and Mary Ley Lines.

4 MATTERS ARISING

- Map on Council Website

Members were advised that there was a map on the Council's website and it was agreed that Alan Carr and Kirsty Burn would meet with Paul Patterson to discuss using the map that Paul has and ways that this can be updated.

RESOLVED :

Alan to contact Paul Patterson to arrange meeting to discuss map for the Council's Website.

- Appointment of Vice-Chairman

It was suggested at the last meeting that Councillor Williamson be appointed.

RESOLVED :

That Councillor Williamson be appointed as the Vice-Chairman for the Great Yarmouth Cultural Heritage Partnership for the municipal year 2015/16.

The Chairman informed members that Karline Smith had given birth to a baby girl and that she had named her Emily.

Melodie Fearn gave an update on the Tea Event, although plans had been put on hold due to the busy festive period for schools, Members were advised that after Christmas Schools would be asked to sign up and commit to a date to host a "rock n roll" themed event these would be held at a Heritage Site.

Vicky Mileham reported that there was no update on the Mary Ley Lines nor the Gorleston Standing Stones.

Don Edwards of the Lydia Eva, asked in regard to the Ghost Walks mentioned in item 6 of the previous meeting and confirmed to Members that they were still interested in hosting ghost walks and that ghost walks had taken place at Fairhaven and had been very popular. Robin Hanley, Norfolk Museum Services informed the Partnership that they had received lots of interest from Paranormal Groups.

5 APPOINTMENT OF CULTURAL HERITAGE CO-ORDINATOR

The Chairman informed Members that a successful applicant had been appointed.

6 AWARENESS GROUP REPORT

The Minutes of the meeting held on Monday 19th October were confirmed.

Andrew Fakes reported that he had not had any contact from Paul Richards in regards to the Hanseatic Cog replica ship.

The Chairman had made contact with Mike Taylor in regard to the Ale Trail and would send copies of the trail to the Chairman although these were now out of date.

Leaflets promoting the Great Yarmouth Cultural Heritage Partnership had been printed and were ready to be distributed.

7 APPOINTMENT OF WORKING PARTY TO LOOK AT BRANDING

The Partnership considered the report by Christina Lister and Lindsey Roffe which recommended a model for taking the partnership-working forward be agreed and that a small working group be created to champion and take forward the Brand Development.

It was agreed that three to four members would meet to discuss what approach is needed.

RESOLVED :

That Robin Hanley (Norfolk Museum service), Councillor B Williamson (GYBC), Mr Peter Jay (Hippodrome), Mr Don Edwards (Lydia Eva) and Mr Hugh Sturzaker (Chairman) would meet to discuss what approach is needed to take forward the Brand Development.

8 FUNDING OF THE WORK OF THE PARTNERSHIP

It was reported that newly appointed co-ordinator would be producing a budget. The Chairman informed Members that £5000 a year funding was required and this was to be proposed to the Council. Councillor Williamson stated that the Council were currently reviewing the Budget. Councillor Coleman advised that proposal could be put forward to Council.

It was agreed that the Partnership would await John Knells Borough Strategy for Arts and Culture report and that then this matter could be discussed further.

9 MEASURING ATTENDANCES AT HERITAGE SITES AND EVENTS

Members made reference to the computer programme that is used to measure attendance, although Alan Carr pointed out that this had not yet been launched. It was suggested that hotels be approached for their figures, although it was noted this could prove difficult as some hotels are sensitive to disclosing figures. The Chairman expressed the importance of knowing footfall at Heritage sites and Events.

10 PROMOTION OF CULTURAL HERITAGE PARTNERSHIP

The Chairman stated that the partnership needed more individuals and organisations

to be involved, leaflets were circulated to Members to promote the Partnership, it was noted these were also handed to attendees at the GYCHP Conference.

11 FEEDBACK OF CONFERENCE HELD ON 18 NOVEMBER 2015

The Chairman reported that the conference had been a great success with positive feedback received from attendees although some negative feedback had been received from Gorleston Heritage Group as it was felt that the conference had been very much about Yarmouth itself and no coverage for the villages.

Members were informed that the Steering Group had suggested that a further conference should be held in a years times and that it should include break out sessions and seminars.

The Chairman asked for ideas from Members for topics for the next conference.

The following suggestions were made :-

- Alan Carr (Tourism) to be a guest speaker - What they do in terms of Heritage.
- Speakers from National Museums
- President of Horticultural Society be invited
- Offer Lunchtime visits to local heritage sites and provide lunch for attendees at the sites.

Peter Jay, Hippodrome, suggested ways to enhance Great Yarmouth Heritage along the Sea Front.

The Following suggestions were made :-

- The Windmill - be converted into a small cinema, cost of this estimated at £50,000.
- Ticket kiosk on the seafront, for tourists to be able to purchase tickets to Heritage Sites, it was thought the Amazonia premises would be best suited for this.
- Walk of Fame - Hollywood style walk of fame to help promote the history of Famous Visitors Great Yarmouth.

Melodie Fearn advised that the schools could potentially fund raise for the Walk of Fame plaques which Members were informed were £150 per square. It was agreed that Peter Jay, Melodie Fearn and Tom Richards would arrange a meeting to discuss possible fundraising ideas.

12 WHAT NEXT?

It was suggested that Liam Murphy be invited to attend a future meeting.

13 ANY OTHER BUSINESS

The Chairman reported that work was still continuing on the package holidays, although it had proved difficult to find an ATOL registered provider or Travel Agent.

The report on the Cultural Heritage Conference held on 18 November was circulated. Other copies may be obtained from memberservices@great-yarmouth.gov.uk.

14 DATE , TIME AND PLACE OF NEXT MEETING

The next meeting will take place Friday 4th March 2016 at 10:30am in the Supper Room, Town Hall, Great Yarmouth.

The meeting ended at: 12:30