



GREAT YARMOUTH
BOROUGH COUNCIL

Great Yarmouth Cultural Heritage Partnership

Date: Tuesday, 19 April 2016

Time: 10:00

Venue: Council Chamber

Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest arises, so that it can be included in the minutes.

3 MINUTES - CULTURAL HERITAGE AWARENESS GROUP 4 - 9

To confirm the minutes of the meeting held on the 19 October 2015.

4 MATTERS ARISING

- John Knell's report on the Borough's Cultural Strategy.

5 APPOINTMENT OF CULTURAL HERITAGE CO-ORDINATOR

A report will be given at the meeting.

6 METHODS OF RAISING AWARENESS

- Production of map of town with heritage and cultural sites shown.
- Large maps, indicating heritage area and routes to be displayed at Bus Station and on display street furniture.
- Local press.
- Tourism Website.
- Tourist kiosk and booking office
- Encourage schools to include heritage in their curricula.
- Heritage Open Days. Involvement of schools.
- Branding
- Measuring attendances

7 METHODS OF PROMOTING OUR CULTURAL HERITAGE

- Vintage tea event
- St. George's Medieval Day to tie in with the Town's walks.
- Ghost walks around haunted sites.
- Publicising the Mary Ley Lines from Hopton to Cornwall
- Gorleston's Standing Stones and staging a Festival
- Food Festival.

- Maritime Festival and Hanseatic Cog
- Ale Trail through the Borough (involving 20 pubs).
- Beer Festival at St. George's Theatre.
- European Night of Museums on 13 May, 30 and 31 October 2016.

8 PLANS FOR A HERITAGE WEEK

To be discussed at the meeting.

9 PROMOTING OUR AIMS

To be discussed at the meeting.

10 CULTURAL HERITAGE CONFERENCE IN SEPTEMBER 2016

To be discussed at the meeting.

11 PLANS FOR A COMEDY WEEK AND AIR SHOW

To be discussed at the meeting.

12 ANY OTHER BUSINESS

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

13 DATE, TIME AND VENUE OF THE NEXT MEETING

To be confirmed at the meeting.

Great Yarmouth Cultural Heritage Partnership

Minutes

Monday, 19 October 2015 at 10:00

PRESENT:

Hugh Sturzaker (in the Chair); Doreen Feuell (GOSH), Vicki Mileham (Friends of Priory Gardens/GOSH), Councillor Bernard Williamson (GYBC), Chris Stanley (Royal Naval Hospital), Karen Childs (Gt Yarmouth Potteries), Melodie Fearn (St. George's Primary School), Andrew Fakes (GYLHAS), Alan Carr (Group Manager Tourism, GYBC), Michael Boon (St. Nicholas Minster), Valerie Howkins (David Howkins Museum), Paul Davies (St. Nicholas Minster) and Colin Stott (Norfolk Museums Service).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Karen Argyle, Kevin Bayes, Lorraine Finch and Miriam Kikis.

2 NOTES OF GYBCHPCH AWARENESS GROUP

3 MATTERS ARISING

It was noted that there were no matters arising.

4 APPOINTMENT OF CULTURAL HERITAGE CO-ORDINATOR

The Chairman asked whether there was an update regarding the post of Cultural Heritage Co-Ordinator.

Councillor Williamson reported that this would be a shared post with the Preservation Trust and he believed that the new post holder would act as the Cultural Heritage Co-Ordinator for two days per week.

Councillor Williamson reported that he believed that the post had been approved by the Executive Management Team and would be going to press in the new few weeks with a view to the post being filled in January 2016.

5 METHODS OF BRINGING AWARENESS

Signposting

The Chairman reported that he had spoken with Kim Balls who had drawn up excellent signage plans for the Town Centre. However, this scheme would cost in the region of £500,000.

Michael Boon reported that signage in the Borough was the responsibility of the County Council.

Councillor Williamson reported that the bespoke brown heritage signs were expensive to purchase and he had spoken to a County Officer who had confirmed there was no funding available to improve signage in the Borough.

The Partnership spoke of the possibility of applying for a Heritage Lottery grant to fund the improved signage initiative.

Councillor Williamson suggested that Kim Balls and Darren Barker be invited to the next meeting to give a presentation to the Partnership.

Guides at bus/railway stations

The Partnership expressed concern at the state of the train station together with the surrounding land and the need for improvement works to be undertaken.

Councillor Williamson pointed out that the land ownership around the railway station was a complex matter which made improvements to the Railway Bridge leading to The Conge difficult. Councillor Williamson fully supported improvements to this gateway to the Town and awaited the Consultant's report on the matter. However, he reminded the Partnership that the issue of £50,000 of match funding still needed to be addressed.

Better positioning of leaflet rack at Railway Station

The Chairman reported that the leaflet rack was in the correct position but required regular re-filling or volunteers to man the station and distribute leaflets by hand.

Hotel receptionists to be better informed/Arranging short breaks with hotels & guest houses with cultural heritage itineraries included

The Chairman reported that he had talked to Alan Carr who would be attending a Tourism meeting in the near future to raise this issue.

Production of map of town with heritage and cultural sites shown/Large heritage maps to be displayed at bus station and on display furniture.

Dr Davies circulated a Heritage map which he thought would be useful for visitors. Alan Carr agreed to contact Paul Patterson regarding permission to use his artwork as it was possible that the Council would fund the re-printing of this map.

The Partnership agreed that it should, at least, be available for download on our Tourism website.

Karen Child's reported that the "What's On " brochure produced by the Tourism Office was an excellent publication and suggested that the map could be included in it.

Using window of empty shop at bus station for displaying information

Councillor Williamson reported that some improvements had been made to the Market Gates Bus Interchange but that this matter would be in the hands of County Council.

Involvement of Schools in Heritage Open Days and in their curricula.

Melodie Fearn reported that local schools would be decorating barrels which would form part of a Boroughwide Barrel Trail event next year similar to the Go Go Dragon Trail recently staged in Norwich.

Local schools were also being asked to sign up to the Schools Partnership for Arts and Culture.

Michael Boon informed the partnership that the Great Yarmouth High School had four prizes available to High School students for heritage projects but that no applications had been received.

Melodie Fearn reported that an Arts/Culture Champion would be appointed in each school but this could not be the Headteacher. She suggested that Mr Boon approach them with a view to publicising these awards. Michael Boon reported that he would also speak to Kate Argyle on this matter.

Melodie Fearn reported that the Heritage Open Days fell at the wrong time for schools to participate as they were usually held at the beginning of the new term in September when schools were particularly busy.

6 METHODS OF PROMOTING OUR CULTURAL HERITAGE

Vintage Tea Event

It was suggested that each school across the Borough could take part and host an event in a heritage venue, for example, St. George's Theatre or the Town Hall. Colin reported that the theme would be "Rock'n'Roll" and that artefacts would also be on display.

St George's Medieval Day to tie in with Town Walls.

It was suggested that a Jousting Event be held at the Town Wall near to the Potteries.

Dr Davies suggested that a group of Medieval re-enactors who had made contact with St. Nicholas Minster in the past should be contacted to ascertain if they would stage the event. He agreed to forward the contact details to the Chairman.

The Partnership suggested that the event be held on St Georges Day on 23/04/2016.

It was also suggested that a Shakespeare Play could be staged at the Town Wall. Michael Boon informed the Partnership that the Ermine Street Players would be performing at a Roman Fayre at Burgh Castle next year and perhaps they would be able to stage something at the Town Walls. Colin agreed to investigate and report back to a future meeting.

Colin expressed concern over lack of funding to stage these large events. The

Chairman reported that he aimed to set up a Fundraising Group and would be raising this at an Arts Meeting he was attending on Friday.

It was pointed out that the new Co-Ordinator, once in post, should play an active part in sourcing funding for large events.

Ghosts and walk around most haunted sites

Karen Childs reported that Ghost Walks had been organised by St George's in the past. Don Edwards, from the Lydia Eva, was also keen to organise Ghost Walks, but was looking for help so it was suggested that Don Edwards should link in with St Georges.

It was agreed the Chairman would contact Don Edwards.

Publicising the Mary Ley Lines from Hopton to Cornwall

Vicki Mileham reported that she had spoken with David Kelf who was keen to meet with the Chairman to discuss this further.

It was agreed the Chairman would meet with David Kelf at the Cultural Heritage Conference in November 2015.

Halloween celebrations in Tolhouse

The Partnership were informed of the "Pumpkinazia" event which would be held in the Town on Friday 30 and Saturday 31 October 2015.

Gorleston's Standing Stones and holding a Festival

Vicki Mileham reported that David Kelf and the Chairman would discuss this issue at the Cultural Heritage Conference.

Anglo Saxon battle re-enactment and hire of uniforms.

The Chairman reported that he was still awaiting a response from Lorraine Finch on this matter.

Food Festival

It was reported that the Food festival was a success, and that the traders were pleased.

Alan Carr reported that work had already started on next year's Food Festival which would be bigger and better.

Maritime Festival

Alan Carr stated the net cost for staging the Maritime Festival was £25,000 and that the Festival made £125,000 this year.

It was reported that the Maritime Festival had changed peoples perception of Great Yarmouth.

Michael Boon suggested that the Maritime Festival should try and secure a Class A

vessel which could moor in the Outer Harbour. The Borough could also stage a Hanseatic Cog Maritime Event, in April/May, similar to the one held at Kinks Lynn, as Great Yarmouth had a far superior medieval maritime history.

Andrew Fakes agreed to contact Paul Richards regarding the logistics of securing a Hanseatic Cog replica ship and would report back.

Ale Trail through the Borough involving 20 public houses

It was reported that former Councillor Mike Taylor had produced an Ale Trail leaflet two years ago.

It was agreed the Chairman would contact Mike Taylor.

Beer Festival at St George's

It was reported that the successful Beer Festivals would be held twice a year at St. Georges.

European Night of Museums on 30/31 October and 13 May 2016 to incorporate with other activities

It was reported that not many museums would be open at the end of October but that May was one of the busiest months for participating museums with lots of activities planned to take place.

7 PLANS FOR A HERITAGE WEEK

The Partnership discussed their concerns regarding a Heritage Week and suggested a Heritage Weekend might be more achievable.

It was suggested that a timetable of culture/heritage events in the Borough should be drawn and this could be undertaken by the new Co-Ordinator.

It was noted that there were no volunteers or available finance to take this initiative forward at the present time.

8 PROMOTING OUR AIMS

It was reported that on 28 October 2015, a Boroughwide Community Event would be held at the Town Hall.

The Chairman asked for volunteers to assist him in running the Cultural Heritage Group stand from 10am till 3pm.

It was suggested that promotional matter, i.e. a banner and leaflets should be printed. The Senior Member Services Officer agreed to ask the Leader of the Council for assistance in this matter.

9 ELECTION OF CHAIRMAN AND VICE-CHAIRMAN

Hugh Sturzaker asked for nominations for the position of Chairman and Vice-Chairman.

The Partnership nominated Hugh Sturzaker for the position of Chairman and

Councillor Williamson for the position of Vice-Chairman.

Following an unanimous vote,

RESOLVED :

That Hugh Sturzaker be elected as Chairman and Councillor Williamson be elected as Vice Chairman of the Great Yarmouth Cultural Heritage Partnership for the remainder of the 2015/16 Municipal Year.

10 ANY OTHER BUSINESS

Alan Carr reported that two events were in the process of being planned by Tourism, a Comedy Week in 2016 and a Air Show in 2017.

Chris Stanley reported that the Royal Naval Hospital was obliged to open to the public during the year. This mainly consisted of the opening of the Chapel, Wards and certain areas of the Grounds. The Chapel needs to be re-decorated/roofed which would cost £8500, concern had been raised by residents as no lottery grants could be applied for as the properties on this site were privately owned. He asked if any members present could suggest ways of obtaining funding for these repairs.

The Chairman asked the Partnership to put their thinking caps on and respond to Mr Stanley in person.

11 DATE, TIME AND VENUE OF NEXT MEETING

The next meeting will take place on Monday, 18 January 2016 at 10 am in the Supper Room, Town Hall, Great Yarmouth.

The meeting ended at: 11:30