

## GREAT YARMOUTH CULTURAL HERITAGE PARTNERSHIP

Thursday 27 April 2015 at 10.30am

Present:

Hugh Sturzaker – GY Arts Festival (In the Chair)

Sheila King – GYBC Tourism (Marketing)

Kirsty Burns – GYBC Tourism (Marketing)

Councillor B Coleman (St George's Trust)

Lorraine Finch – Accreditor Conservator

Dr Paul Davies – Great Yarmouth Minster

Vicki Mileham – Friends of Priory Gardens, Gorleston

Stacey Kent – Norfolk Libraries & Information Services

Melodie Fern – Headteacher St George's School/GY Schools Cluster

Alan Carr – GYBC Tourism & Communications

Colin Stott – Time & Tide, Norfolk County Council Museums Service

Jack Jay – Hippodrome Circus

Brenda Seymour – Seachange Arts

Liam Murphy – Gallery 133 King Street

### 1. Welcome

Hugh welcomed everyone to the meeting and stated that the aim of the group was to share and promote knowledge of our Cultural Heritage and the Partnership throughout the borough and beyond. The recently produced Cultural Heritage Strategy document stated that there could be over £22m cultural heritage visitor spend by increasing the number of visits by residents by 20% and attracting 10% more visitors from outside the borough.

### 2. Apologies

Apologies for absence were received from Councillor Williamson, Darren Barker, Trevor Cockburn, Caroline Davidson, Marie Hartley and Simon Tansley.

### 3. Minutes

The minutes of the meeting held on 15 January 2015 were confirmed.

#### 4. Matters Arising

It was suggested that the Heritage Map that was in the What's on Book should be separately placed onto the Council website and should include the Minster and the Town Wall.

#### 5. Confirm Vision "Establish the Borough of Great Yarmouth as a leading cultural heritage destination"

Hugh explained that a group had met since the January meeting of the partnership and had agreed that the vision of the partnership was to Establish the Borough as a leading cultural heritage destination.

RESOLVED:

That the Cultural Heritage Partnership endorsed the vision for the Cultural Heritage Partnership.

#### 6. Confirm Terms of Reference

The Cultural Heritage Partnership considered the suggested Terms of Reference and suggested the addition of the following:-

Point 4 – to include the Chairman's definition as stated in the Welcome and Introduction at the start of the meeting.

Point 5 – Authority to allocate resources.

Point 6 – Review the Partnership's membership annually.

Point 8 – Remove the Area museums and leave this as just Committee.

RESOLVED:

That the Partnership agreed and adopted the Terms of Reference subject to the amendments stated.

#### 7. Appointment of Cultural Heritage Co-Ordinator

The Partnership spoke of the Cultural Heritage Co-ordinator post and that the Council had agreed to fund this post which would be based within Darren Barker's department 2-3 days a week for a 3 year period.

## 8. Secretarial Support

The Chairman stated that Karline Smith from Member Services at the Council would be providing Secretarial Support to the committee by producing the agendas and minutes.

## 9. Prioritising recommendations in the Borough's Cultural Heritage Partnership Report

### a) Branding

It was stated that a good brand is important for promotion and that at the next meeting a working group would be set up to look at this.

RESOLVED:

That this item be an agenda item at the next meeting.

### b) Database

Forms were tabled for partners to complete and to post or email these back to Sheila King.

### c) Identifying and raising funds

It was suggested that a working group be set up at the next meeting to look into how to raise funds, for promotion and advertising of what's on offer in the borough.

RESOLVED:

That this item be an agenda item at the next meeting.

### d) List of events in 2015/16

It was reported that there were many events listed in the What's on Book but the partnership were asked if they felt that the Culture & Heritage events should be promoted again separately. It was also suggested that museums and attractions should have co-ordinated opening times which could then be marketed together. It was also suggested that a Heritage Website with all the places or attractions opening times could be placed. Kirsty stated that this would not be a separate website as this was all already listed on the Tourism website.

### e) Define measurable aspirations

It was reported that the Cultural Heritage Strategy had stated that if there was a 10% increase in visitors and a 20% increase in residents visits this would give an additional £22m, however the overall aim was for a 12% increase.

Kirsty spoke of the T Stat system which would give data on weather, coach numbers and hotel and B 7 B stats and could show where and when there is a demand and where there are any gaps.

A discussion ensued around how to measure footfall and about the perception study carried out in 2010 which the Council would like to repeat but this cost £20,000.

RESOLVED:

That the partnership agreed that their aim was for an overall visitor increase of 12%.

f) Promotion of Cultural Heritage Partnership

The Chairman stated that he was happy to publish the work of the Cultural Heritage Partnership to local residents.

The Partnership then spoke of promoting Heritage breaks in Great Yarmouth.

It was reported that Warners Hotel at Corton have trips to Great Yarmouth and it was suggested that they could be spoken to about this along with groups, societies and clubs that could visit Great Yarmouth.

Kirsty spoke of all the work currently being undertaken with coach companies with the limited budgeted of £1,500.

It was suggested that the Partnership looks at what is working in the Borough such as the Time and Tide museum and what isn't.

RESOLVED:

It was agreed that publicity would be given in the local press about the Partnership and encourage any individuals and organisations connected with Cultural Heritage to get in touch.

g) Developing Partnerships

The partnership discussed promotion to Taxi drivers.

h) Website

This was discussed earlier in the meeting.

i) Media Training Workshops

Kirsty stated that the media workshops were being advertised.

#### 10. Heritage Marketing Group

Kirsty spoke of the £5,000 classic FM Radio Campaign which she was still waiting for the results from.

It was agreed that a Culture and Heritage awareness group would be created to make people locally and nationally aware of what is on offer in the borough.

Liam Murphy spoke of the "What's Next " group stating that there is no academic centre in Great Yarmouth as it doesn't have a university it only has an FE College and that he would like to invite people from all diverse cultural backgrounds to be involved in the group. He spoke of the need to engage children and locals into the culture that is available in the borough. It was agreed that the Out There Festival and the Maritime Festival were both hugely successful events but it had taken many years to build up these successful event.

#### 11. November Conference

It was reported that the November Conference would be held on Wednesday 18 November 2015 from 9.30am – 3.30pm at St Georges Theatre.

It was suggested that Mancroft and some of their clients be invited to the conference as the Museum Service works with them.

#### RESOLVED:

That the November Conference was agreed in principle and that Colin Stott and Jack Jay agreed to help the Chairman with the arrangements for the event.

#### 12. Any Other Business

##### a) Heritage Week

This would be held again next year.

##### b) Spring Conference

Lorraine Finch spoke of the Spring Conference that she attended.

##### c) Litter Pick

It was reported that there would be a Medieval Town Wall Litter Pick on 30<sup>th</sup> May 2015 at 12.00 meeting outside St George's at 11.45am.

d) Fireworks

It was reported that there would be fireworks on Saturday at 9pm on Great Yarmouth Seafront.

13. Date of next meeting

It was agreed that the next meeting would be held on Thursday 17<sup>th</sup> September 2015 at 10.30am.

14. Closure

The meeting ended at 12.43.