



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Great Yarmouth Cultural Heritage Partnership

**Date:** Thursday, 17 September 2015  
**Time:** 10:30  
**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 PRESENTATION ON BOROUGH STRATEGY FOR ART AND CULTURE**

The committee will receive a presentation from Rob Gregory and John Knell the consultant appointed to develop a Borough Strategy for Art and Culture.

**3 MINUTES**

**4 - 9**

To consider the minutes of the meeting held on 27 April 2015.

**4 MATTERS ARISING**

To consider any matters arising from the above minutes.

Including:-

- Heritage Map that was in the What's on Book should be placed

separately onto the Council Website and should include the Minster and the Town Wall.

- Terms of Reference Group to be renamed Steering Group.
- Appointment of Vice Chairman.

5 **APPOINTMENT OF CULTURAL HERITAGE CO-ORDINATOR**

6 **SECRETARIAL SUPPORT**

7 **AWARENESS GROUP REPORT**

10 - 12

To consider the attached report.

8 **APPOINTMENT OF WORKING PARTY TO LOOK AT BRANDING**

9 **APPOINTMENT OF WORKING PARTY TO IDENTIFY AND RAISE FUNDS FOR WORKING OF THE PARTNERSHIP AND FOR PROMOTION AND ADVERTISING OF WHAT'S ON OFFER IN THE BOROUGH**

10 **MEASURING ATTENDANCES**

11 **PROMOTION OF CULTURAL HERITAGE PARTNERSHIP**

12 **NOVEMBER CONFERENCE**

13 **WHAT'S NEXT? GROUP**

14 **CREATIVE INDUSTRIES FEDERATION MEETING**

15 **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.

16 **DATE, TIME AND PLACE OF NEXT MEETING**

17 **EXCLUSION OF PUBLIC**

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the

public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

**18**    **MEMBERSHIP DATABASE**

Details

## 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 budget 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.

**GREAT YARMOUTH BOROUGH CULTURAL HERITAGE PARTNERSHIP  
CULTURAL HERITAGE AWARENESS GROUP**

**Notes of meeting on Monday, 13 July, 2015 at 10am  
Supper Room, Town Hall**

<b>Present:</b>	Dominic Austrin	Kevin Bayes	Kirsty Burn
	Alan Carr	Don Edwards	Doreen Feuell
	Lorraine Finch	Colin Howey	Don McAllister
	Vicki Mileham	Chris Stanley	Hugh Sturzaker
	Freddy van Till		

**1. Introduction and Welcome.** Hugh welcomed everyone and thanked them for coming. He explained the history of setting up the Awareness group and emphasised that the work covered the whole Borough and not just Great Yarmouth.

**2. Apologies:** Caroline Fernandez

**3. Aims of group** were agreed as follows:

To make everyone involved in culture and heritage in the Borough aware about the Partnership

To devise ways of informing the local population and visitors from outside about the great cultural heritage that exists in the Borough and to work with the GYTBIA in publicising these assets.

To put forward ideas for promoting our cultural heritage.

**4. Methods of bringing awareness.** Among the ideas put forward were the following:

Good sign posting

Guides at Bus station in addition to the railway station. **Colin** to speak to Mike King

Better positioning of leaflet rack at railway station

Hotel receptionists to be better informed about places to visit and activities available

Arranging short breaks with hotels, guest houses with cultural heritage itineraries included

Encourage coach companies (and drivers) to spend more time in Great Yarmouth.

There has been a £12,000 advertising campaign. Most stay visitors are here on Wednesday to go to the market.

Production of map of town with heritage and cultural sites shown. These maps are in Whats On brochure which gives much more information, is circulated throughout Norfolk and Suffolk and there is not the money to produce a separate map

An app for mobile phones giving details. This exists and is free

Using window of empty shop at bus station for displaying information

Large maps, indicating heritage area and routes to be displayed at Bus Station and on display street furniture

Local press. Great Yarmouth Mercury is very good at doing this

Tourism Website. This is being revamped. So far this year there have been a total of 800,000 visits of which 6746 have looked at heritage topics and 57,000 at what's on events

Encourage schools to include heritage in their curricula. e.g. art competition based on Lydia Eva. Kate Argyle, Time and Tide, Archaeological Society, Library and Arts Festival have been running many projects about heritage but more schools need to be involved

Heritage Open Days. It would be useful to involve the schools. Norwich HEART produces a leaflet for the whole of Norfolk and it was felt that its wide distribution was probably better than having one just for Great Yarmouth

Kirsty pointed out that most visitors to the area came from social classes C, D and E and only 1.3% of tourists were visiting friends and relatives here. Cultural and heritage visitors would probably come from higher social classes.

5. **Methods of promoting our cultural heritage.** Among the ideas suggested were the following:
  - Vintage tea event to which people would bring old photographs which could be scanned. **Lorraine** to work on this
  - St. George's Mediaeval Day to tie in with town's walks. Possibility of having mediaeval tents outside the town wall. **Hugh** will talk to St. George's
  - Ghosts and walk around most haunted sites. **Don** to investigate
  - Publicising the Mary Ley Lines from Hopton to Cornwall especially the part in East Anglia to Bury St. Edmunds. See [contact@marymichaelpilgrimsway.org](mailto:contact@marymichaelpilgrimsway.org).
  - Vicki** will pass information about this and dowers to Tourist Authority
  - Halloween celebrations in Tollhouse
  - Gorleston's Standing Stones. Consider having a Festival based on them. **Vicki**
  - Anglo Saxon battle re-enactment and hire of uniforms and guns. **Lorraine**
  - Food Festival. Laura Goodman and Duncan Mallet. September
  - Maritime Festival. September. Will also have events in Market Place from 10.30am-4pm
  - Ale Trail through the Borough involving 20 pubs
  - Beer Festival at St. George's. Two this year
  - European Night of Museums on 30 and 31 October and 13 May 2016. Suggested that other events should be incorporated into these occasions as in Cromer when they had people dressed in Victorian costumes. ? Georgian costumes for Great Yarmouth
6. **Plans for a Heritage Week.** Suggested for May along with Night of Museums. Evening walks. **Freddie** will contact the Georgian Society
7. **Developing Terms of Reference for the Group.** Hugh presented suggested Terms of Reference which were approved with two minor alterations and they are attached
8. **Any other business.** Election of Chair. As there no other volunteers, Hugh agreed to chair the next meeting and the posts of chair and deputy chair would be on next meeting's agenda.
9. **Date, time and place for next meeting.** Monday 19 October in Town Hall at 10am

Action points in red.

**GREAT YARMOUTH BOROUGH CULTURAL HERITAGE PARTNERSHIP  
Awareness Group**

**TERMS OF REFERENCE**

- **Committee Name.** Awareness Group of Great Yarmouth Borough Cultural Heritage Partnership
- **Type:** Advisory Committee
- **Purpose.**
  - To make everyone involved in culture and heritage in the Borough aware of the Partnership.
  - To devise ways of informing the local population and visitors from outside about the great cultural heritage that exists in the Borough and to work with the GYTBJA in publicising these assets.
  - To suggest ways of promoting our cultural heritage. e.g. Heritage week, 2-3 days breaks.
- **Scope. What is in or out of scope of committee.** Anything to do with:
  - (i) increasing awareness about the Partnership among members and prospective members
  - (ii) informing the local population and prospective visitors to the Borough about its cultural heritage
  - (iii) devising ways of promoting our cultural heritage
- **Authority.** To make recommendations to the Cultural Heritage Partnership and the Partnership Steering Group.
- **Membership.** Appointed from members of the Partnership up to a maximum of twelve. Chair and co-chair elected by members of the Awareness Group.
- **Meeting arrangements.** Meetings to be held two monthly - or more frequently if necessary - in Town Hall. Quorum shall be four people. Agendas to be circulated at least a week prior to a meeting by email. Notes of a meeting to be done by the Borough's Committee Membership Services and circulated by email within a week. Communication between meetings by email.
- **Reporting.** Notes of all meetings to be sent to the Cultural Heritage Partnership and its Steering Group and the Chair or deputy to be present at the Partnership meeting to present the report.
- **Resources and budget.** Committee Membership Services to provide secretarial services for producing agendas, minutes and sending letters.
- **Deliverables.** The committee will help the Partnership promote its functions and work with the Borough's Tourism Department and the GYTBJA. It will lead on developing new ways to promote the work of the Cultural Heritage Partnership.
- **Review ToR frequency and next review date.** Terms of Reference to be reviewed yearly.