

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

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

Present:	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.
 - 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 GYTBIAs 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 GYTBIAs. 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.