

# Coastal Treasures



**Norfolk**  
County Council

**Awarded  
£300,000**



# Coastal Treasures

Delivery of circular routes

Employment of 4 trainees – 2 trainees within trails team, 2 trainees within museum – *all of the trainees have gone on to future employment*

Delivery of interpretation panels

Delivery of interpretation for routes

Delivery of app – West Norfolk



Interpretation hosted within the Kings Lynn Museum

Link directly to Seahenge display – walk the landscape then look at the exhibit

# Treasures routes

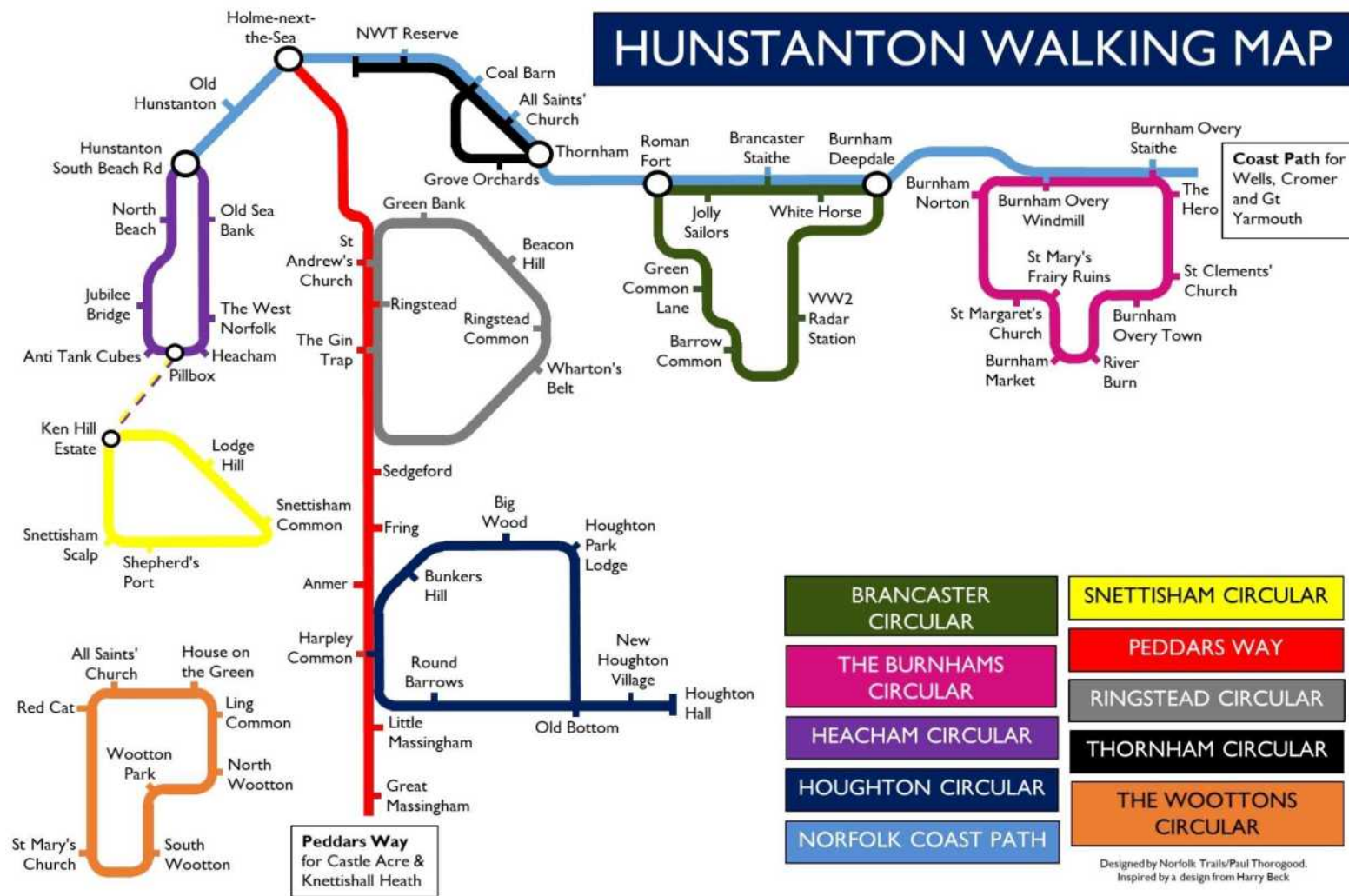
Series of walks were looked at before final walks were agreed upon

We took into account recreational impacts from visitors and from current usage levels

We spoke to a number of organisations to make sure we had looked at the best options



# Coastal Treasures Tube Map



# Castle Rising

A treasure I stumbled on when I was scoping out the routes

An example of how people can miss the treasures on their own doorstep



# Linking people to landscapes

Trails network links local villages and towns through to the surrounding landscapes

Each of the Treasures Walks has a story and heritage behind it

Often the heritage or stories hidden within the landscapes is a fantastic way to bring these walks to life



# New walks and rides

- 12 new walking routes (11 fully waymarked)
- 4 new cycling routes (supported by gpx)
- Each explores local history
- Primarily using existing rights of way



# Access Improvement

- 4 New Kissing Gates
- 4 New bridges
- 8 stiles removed
- 200m boardwalk improvement
- Surface improvement by negotiation/direct action at 4 different locations
- *Instant* tangible effects.



# Access Improvement

- Removal of the last stile on the National Trail making it stile free for the very first time.



**This on the Brancaster circular walk**

# On site interpretation to support the visitor

- 3 information boards installed to support the walks
- **Snettisham**
- **Houghton**
- **Holme**



# Business Workshops

- 6 workshops so far
- new series of workshops being planned currently
- Attended by over 40 businesses
- Delivered externally by Social Routes
- Focus on 'extending the season.'
- Focus on trails as selling point.
- Focus on Social Media
- Positive feedback (only one negative remark)
- Data gathering to follow in early 2020 to monitor improvements (social media referrals, etc.)



# Book to support visitors to the area

- A new look
  - Design
  - Photography
  - Content
- Digital integration
- Available throughout the project area (many stockists business workshop attendees).
- Over 2,000 already given out



# Researching the heritage

- Two trainees
- Andrew Tullett & Monika Saganowska
- Based at Lynn Museum
- One year Teaching Museum traineeship with Norfolk Museums Service



# Researching the heritage

- Develop strong heritage theme for each route
- Each route to represent a theme from the history of West Norfolk
- A lead character for each route



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# Researching the heritage

- Norfolk Record Office
- Norfolk Heritage Centre
- Norfolk Historic Environment Service
- British Newspaper Archive
- Picture Norfolk
- Lynn Museum
- and others...



# Thornham: timber, iron and coal

- Village industries
- Mrs. Edith Ames Lyde, Lady of the Manor of Thornham
- Established an ironworks in 1887, employed 24 men in the village
- Died in Shanghai in 1914



Bronze Medal,  
Paris, 1900.  
Gold Medal,  
Brussels, 1910.



# The Thornham Wrought-Iron Workers

Postal: Thornham, King's Lynn, Norfolk.  
Telegrams: "Elsom, Thornham."  
Telephone: No. 3 Thornham.  
Station: Hunstanton, G.E.R.

Makers of all kinds of useful & ornamental Wrought-Iron Work  
Entrance Gates & Railings a speciality.

Sept. 12. 1914.

*George High has been employed in the office of the Thornham Wrought Iron Works for the past twenty years. He is a willing and intelligent worker and I have always found him honest and trustworthy. He deserves to get on.*

*W. Adams.*



# Heacham: sun, sand and sea defences

- Development of a Norfolk seaside resort
- Mercedes Gleitze, endurance swimmer, became the first person to swim the Wash
- Also became the first English person to swim the English Channel and became the face of Rolex Oyster watches

THIS PLAQUE IS DEDICATED  
MISS MERCEDES GLEITZE  
WHO WAS  
THE FIRST PERSON TO SWIM THE  
ON 20TH JUNE 1929  
ER AN EPIC 13 HOUR 17 MINUTE  
COMMÉMORATES THE 75TH ANNIVERSARY  
HER REMARKABLE ACHIEVEMENT

# Rolex introduces for the first time the greatest Triumph in Watch-making

## ROLEX 'OYSTER'

The Wonder Watch that Defies the Elements.

MOISTURE PROOF  
WATER PROOF  
HEAT PROOF  
VIBRATION PROOF  
COLD PROOF  
DUST PROOF



Concubine  
Gleitsman and  
Swimmer,  
Photo, Ltd.

Miss Mercedes Gleitsman carried  
an Oyster "Swimmer" her re-  
cent Chase of Britain. More than  
ten hours of submergence under  
the most trying conditions failed  
to harm its perfect timekeeping.  
No imposture had penetrated and  
not the slightest suspicion of  
underhanding was revealed in the  
subsequent examination of the  
watch.

BEING hermetically sealed the Rolex 'Oyster' is proof  
against changes of climate, dust, water, damp, heat,  
moisture, cold, sand or grease; it can, in consequence,  
be worn in the sea or bath without injury, nor would arctic  
or tropical conditions affect the wonderful precision of its  
beautifully poised movement. The introduction of the  
Rolex 'Oyster' model marks an unique development in  
the forward stride of the chronometric science, and perfect  
timekeeping under all conditions is at last a possibility.

Send for this  
coloured Brochure  
it's FREE!



### ROLEX OYSTER PRICES

The Silver:  
£8. 15. 0  
9-ct. Gold:  
£10. 10. 0  
18-ct. Gold:  
£18. 15. 0

Fitted with good  
quality strong  
tough rings for  
Men, or finer Silks  
for Women.  
Fitted with the  
best Swiss Jewels  
and Water-Proof  
Watches. Please  
write to Rolex  
Gold, Silver, Steel,  
White or Yellow  
Dial - extra as above.

### THE ROLEX WATCH CO. Ltd.

45/46,  
Halfmoon Voaduct,  
London, E.C.4.



THE ROLEX WATCH CO. LTD.

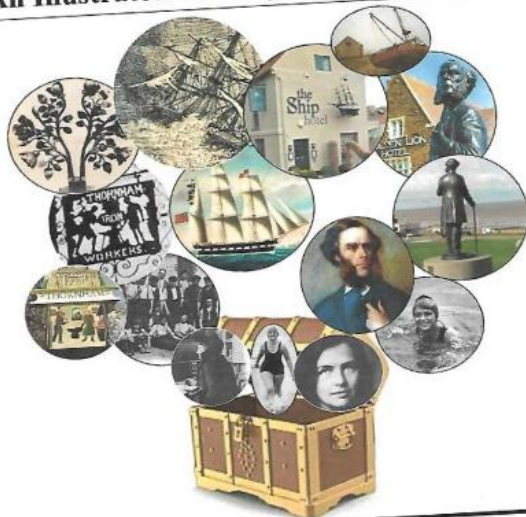
LAND

WATERPROOF WATCH



Hunstanton & District Civic Society  
PRESENT

An Illustrated Talk by Dr Andrew Tullett



**'West Norfolk's Coastal Treasures'**  
Colourful characters from coastal communities

Wednesday 16<sup>th</sup> October 2019, @ 7.30pm  
Hunstanton Town Hall  
Admission £1.00 Members, £4.00 Non-Members  
Refreshments included

# WEST NORFOLK'S COASTAL TREASURES



16 HERITAGE ROUTES ACROSS WEST NORFOLK

## Seahenge 2018

A conference to celebrate the  
Bronze Age timber circle



to be opened by **Francis Pryor, MBE, FSA**  
(as seen on C4's 'Time Team')

**Saturday 10<sup>th</sup> November 2018**  
10am – 4.30pm

Talks at Marriott's Warehouse - events at Lynn Museum  
Tickets £10 per person to include a buffet lunch.  
For details and to book tickets, visit:

[www.museums.norfolk.gov.uk/Seahenge2018](http://www.museums.norfolk.gov.uk/Seahenge2018)



# Walking Festival 2019

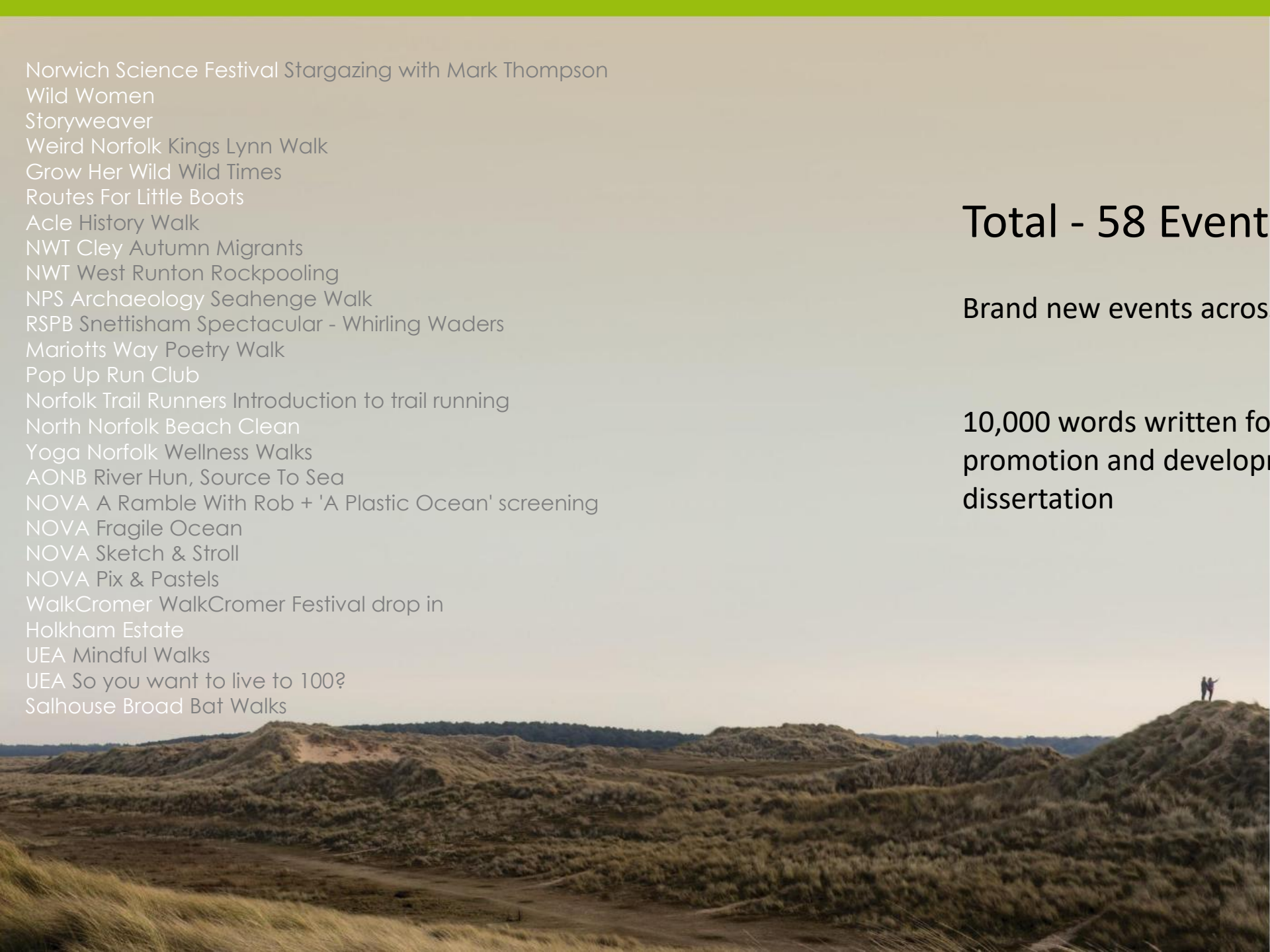
- Funded by the Coastal Treasures project
- Developing events across both the age spectrum and user spectrum
- Focusing on experiential walks
- Events will be hosted through our page with Visit Norfolk, bookable through Eventbrite [www.visitnorfolk.co.uk/wcf](http://www.visitnorfolk.co.uk/wcf)



# Seahenge walk

- Led by archaeologist
- Walk on a coastal treasures walk and discover the story in the landscape





Norwich Science Festival Stargazing with Mark Thompson  
Wild Women  
Storyweaver  
Weird Norfolk Kings Lynn Walk  
Grow Her Wild Wild Times  
Routes For Little Boots  
Acle History Walk  
NWT Cley Autumn Migrants  
NWT West Runton Rockpooling  
NPS Archaeology Seahenge Walk  
RSPB Snettisham Spectacular - Whirling Waders  
Mariotts Way Poetry Walk  
Pop Up Run Club  
Norfolk Trail Runners Introduction to trail running  
North Norfolk Beach Clean  
Yoga Norfolk Wellness Walks  
AONB River Hun, Source To Sea  
NOVA A Ramble With Rob + 'A Plastic Ocean' screening  
NOVA Fragile Ocean  
NOVA Sketch & Stroll  
NOVA Pix & Pastels  
WalkCromer WalkCromer Festival drop in  
Holkham Estate  
UEA Mindful Walks  
UEA So you want to live to 100?  
Salhouse Broad Bat Walks

## Total - 58 Events

Brand new events across the network

10,000 words written for the social media  
promotion and development – that's a  
dissertation

# Fen Rivers Way

Fen rivers runs south from Kings Lynn down through the fens where it meets the county border with Cambridge

New signage installed along the route as part of the project – delivered as an addition to the coastal treasures project

