

North Norfolk Deep History Coast

PROJECT UPDATE

We are delighted to be able to inform you that North Norfolk District Council has appointed an experienced and professional team to undertake the interpretation, graphic design and trail construction elements of North Norfolk's Deep History Coast Trail.



The trail which will form the backbone of North Norfolk's Deep History Coast experience will track from Weybourne to Cart Gap, telling the history and stories of our coast in a variety of ways, to engage all those who want to explore our rich heritage and beautiful coastline in an informed and responsible way. Each point on the trail will have its own story to tell and will inform visitors about the locality, including local facilities. The trail can be attempted as one challenge or enjoyed in sections.

What Leach Studio have to say...

"Our design team has comprehensive experience of designing and delivering engaging interpretation for heritage and interpretive sites throughout the UK, from Sumburgh Lighthouse in the Shetland Islands, to Dartmouth Castle. Our approach to North Norfolk's Deep History Coast will build upon this experience, as well as Leach's 125-year history in creating successful environments for our many and varied customers.

Our experience has seen us involved at the interpretation, design and manufacture of a broad range of external interpretation projects. Our quality is renowned and we look forward to bringing to life this fascinating tale."

Take a look at their work - <https://leachstudio.com/>



We have recently undertaken further consultation with Parish Councils about the details of each discovery point and we will be seeking to engage with local businesses and other interested parties to get their ideas on how to capitalise on the installation. The discovery points can provide signposts to local businesses and attractions and we are also working with Norfolk County Council to create a network of circular walks and cycleways leading inland from the trail so visitors can explore the wider area and spread the benefits of the project further afield.

Watch this space – we will keep you updated on progress in the next newsletter!

Going digital – developing an app

As part of a range of initiatives, North Norfolk's Deep History Coast Project is currently applying for external funding for a digital 'app'. We would like to develop this to enhance and support the installation of the DHC Trail and subsequent events. This digital offer would enable us to increase access to a wide range of information and enhance the visitor experience.



Research produced by England's Heritage Cities Consortium found that consumers want technology to enhance rather than detract from their visitor experience. The research found that unlocking engaging stories using augmented and virtual reality, would result in 72% of the target market more likely to visit the destination than they were before (source Visit England – Trends for Tourism Product Development – July 2017).

Our research has found that tourists and visitors expect a more dynamic and digitally appropriate offering to inspire and persuade them to choose a destination. By merging real and virtual worlds, an app will bring Deep History Coast landscapes and historical stories to life in a unique and imaginative way. It will also allow us to extend the tourism season and promote this area of our coastline globally.

It is anticipated that an app will also deliver significant benefits to local businesses as it will allow the promotion of tourism assets and local businesses, thus increasing spend in our area. For example, if someone is visiting part of the coast, the app will provide links to local tourism venues or places to stay and eat. The app will be designed to monitor downloads and if required, collect data via opt-in surveys.

We are seeking letters of support for the app development, and would greatly appreciate your consideration. This is an exciting opportunity and we require responses in support by Friday 30 March 2018. Please email economic.growth@north-norfolk.gov.uk

FORTHCOMING EVENTS

In conjunction with the Deep History Coast Project, NNDC and NMS
Sheringham Museum at the Mo presents:

The Sheringham Fossil Festival

24 March until 16th April 10am – 4.30pm

Easter Rocks! Find the Dinosaur Eggs hidden around the Museum to complete the children's trail*.

Plus, a hands-on discovery exploration table of fossil finds.

24 March until 16th April 10.00am – 4.30pm *Free with admission

March Dem Bones! Make a Dinosaur Skeleton Picture *Free with admission

24 and 31 March 11-12 & 2-3pm



Fossil Roadshow — Come along to a day dedicated to fossils! Bring along your fossil finds to Sheringham Museum for a free identification by expert Geology Curator Dr David Waterhouse
29 March - 11am—3pm.

Expert Flint Knapper - John Lord - demonstrating all day *Free with admission. John Lord, talented and well-known flint-knapper was custodian of Grimes Graves from 1975 with his wife. During that time, they mastered the art of flint-knapping, sharing their skills with visitors and schoolchildren. Their expertise was highly sought after and they were employed by Ray Mears to teach on his Primitive Technology & Ancient Skills Course.
31 March -10-4pm

*11-3pm Free museum entry for those with fossils to be identified!



Cromer Museum is running a whole host of events – here are just a few...

Fossil Finders! - Uncover from the sand some fossilised creatures of your own with this fun crafts event.
Thursday 12 April – 10am to 3.30pm price included in museum admission

Roll into the Stone Age! Go back in time and handle prehistoric objects, bring in your own finds and help make a Stone Age wall painting.
Tuesday 7 August 2018 – 10am to 3.30pm price included in museum admission

Monsters and Minibeasts! Discover the monsters of prehistory and meet some modern mini-beasts at our creepy crawly handling session.
Thursday 23 August 2018 – 10am to 3.30pm price included in museum admission

Crazy Cave Creations! Learn the art of cave painting! Make your own paint and tools to bring creatures from prehistory to life. No artist skill needed!
Thursday 9 August 2018 – 10am to 3.30pm price included in museum admission



Find out about lots of other Norfolk Museum Events at
www.events.museums.norfolk.gov.uk/public_events.aspx