

May 2019 update

As things are moving quickly, so we have decided to issue you updates a little more regularly!

If you are new to the Deep History Coast Project – Welcome. Previous editions of the newsletter are available on the following link.

<https://www.north-norfolk.gov.uk/tasks/your-community/find-out-about-norfolks-deep-history-coast/>



What's happening now...

Digging up support

We are thrilled that this project has received support from Professor Alice Roberts, who many of you may have seen on our television screens in programmes such as *Coast*, *Time Team* and *Ice Age Giants* amongst many others. As an eminent anthropologist, author and broadcaster, this is certainly worth celebrating! She states;

As a keen advocate of public engagement with science, especially for archaeology, anthropology and earth sciences, I was very excited to hear about the North Norfolk 'Deep History Coast' project.

*Norfolk is an area that I know well, from personal visits as well as making television series such as *Coast* and *Digging for Britain*. It's an area which holds important clues to the shaping of Britain as an island, as sea levels rose after the Ice Age and covered the land connecting us with today's continent. Going back much earlier, the very first traces of humans in Britain - with footprints and stone tools dating to around 900 thousand years ago - have been discovered at Happisburgh, through the incredible work carried out by the Ancient Human Occupation of Britain project.*

It's important to be able to communicate and represent this rich heritage in engaging, relevant ways - to open up this exciting area of research and discovery to as wide a demographic as possible, and to engage local communities as well as visitors to the area. I believe that the 'Deep History Coast' project, with its ambitions to create a new trail, design an app and commission iconic artwork, will help to open up the science of the North Norfolk coast to a wider audience than ever before, and I am delighted to pledge my support for the project.



Photograph: Dave Stevens

Testing the App with local schools

We have been having some fun trying out a 'test' version of the app with students of Gresham Village and Erpingham Primary School.

Although the App is not yet finished, there are sufficient features to allow some critical analysis of its functionality. The children were given a worksheet, which, in order to complete, required them to explore the app. We then gathered in their feedback.

We anticipate the APP will be available to download towards the end of May.



Businesses are buzzing!

Our event on 6 March for Ambassadors went down a storm despite the weather and we would like to thank all those who took the time to come along. Over the course of the day, around 90 people joined us to find out more about this project and since that time lots of you have been signing up to get involved!



As a follow on to the workshop, we are holding a series of 'roadshow- style' drop in sessions along the coast on 22/23/24 May at the following locations and times.

- 22 May **Weybourne** – The Ship Inn, 9.30 - 11.00am
 Sheringham – Whelk Coppers Tea Rooms, 11.30am-1.00pm
 Cromer – Sticky Earth Café, 2.00 - 3.30pm
- 23 May **Overstrand** – The Sea Marge Hotel, 9.30 -11.00am
 Mundesley – The Ship Inn, 12.00 - 1.30pm
- 24 May **Walcott** – The Lighthouse Inn, 9.30 -11.00am
 Happisburgh – The Hill House Inn, 12.00 - 1.30pm
 Cart Gap – Smallsticks Café, 2.00 - 3.00pm

Please come along to find out more. We hope to sign up more Business Ambassadors and hand out the second 'Tool kit' pack to those who have signed up.



The tool kit is aimed at supplying businesses with further 'practical' information that they can share with staff to ensure we have a consistent approach to underpinning the values and understanding of the DHC brand and ensuring visitors have a congruous and positive experience.

The pack will include

- A general guide of the North Norfolk Discovery Trail including some fascinating facts to share!
- A fossil identification guide (in case you are asked)
- Guide to using the App (including trouble shooting)
- Some ideas and examples for promoting the DHC
- Details of the DHC events at the Museums

What's in it for you?

Business Ambassadors who sign up to support this project will of course receive updates on the project but will also have their business name listed on the Visit North Norfolk website under the new webpage banner of 'DHC Ambassadors' (www.deephistorycoast.co.uk). Those who already have a listing on the VNN site will also receive the DHC Ambassador logo alongside their current details.

Many businesses along the coast will be able to have a dynamic listing on the app too.

In addition, we aim to invite Ambassadors to our launch, opening of the Discovery centre this autumn and thereafter to an annual DHC Ambassadors event to celebrate our successes, share news and ideas.

If you run a business along the coastline and wish to find out more about becoming a Deep History Coast Ambassador (its Free to join us!) please email us on deephistorycoast@north-norfolk.gov.uk

UPGRADE OFFER! For those Ambassadors who would like to 'upgrade' to a more detailed listing on the Visit North Norfolk website then you can take advantage of a third off their normal listing prices (starting from £150+VAT) exclusively for DHC ambassadors. For more information on this offer email membership@visitnorthnorfolk.com



Getting the messages across

In a few weeks, the new Deep History Coast website will be launched as part of a package being delivered by Visit North Norfolk to market the Deep History Coast. (www.deephistorycoast.co.uk)

The integrated digital marketing campaign will show case the Deep History Coast and how it can be enjoyed. Promoting activities and events, as well as the Discovery Trail, Discovery Points and new app, the campaign will run throughout the year. To launch the campaign, there will be short films to highlight what there is to do as well as the history of the coastline and what has been discovered there.

Roundup of projects

The Trail

The panels are now in the final stages of production and it is hoped that installation of the Discovery Points will start mid-May.

In order for the app to work, temporary trigger points will be added to each site so that this element will be available whilst the installations take place over the subsequent 3 months.

Unfortunately a slip in the timetable for the installations does mean that the optimum planting time will be exceeded so we will aim to include a watering regime at each site.

The App

We are aiming to undertake a 'soft launch' of the App over the Whitsun weekend. The App will be available to download from the usual app suppliers (Google Play etc). If you have the opportunity to stroll along the NN Coast why not give it a try?

We would welcome feedback so we can eradicate any glitches or clear up any queries before the official launch in July when we anticipate several of the Discovery Points will have risen from the ground to compliment this amazing development!

Refurbishing the North Norfolk Information Centre

This work is ongoing – we will update you on progress in the next newsletter!

The Launch

The launch of the Deep History Coast will take place on **2 July 2019**.

Further details in the next Newsletter.

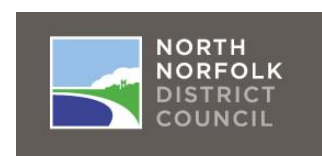
Don't forget to follow us!



@NNDeepHistoryCoast



@NN_DeepHistory



Events

Cromer Museum

Saturday 18 May

Museums at Night: Mini Monsters

Times: 18:00 - 21:00

Price: FREE ADMISSION

Discover the beasts that roamed the Norfolk coast millions of years ago, find fossils, see mini-monsters and have your face painted like your favourite prehistoric creature.

Tuesday 30 July

Fossil Roadshow

Price: Free entry with Fossil!

Thursday 1 August

Crafty Cromer: Easy Excavations

Times: 11:00 - 16:00

Price: Included in usual admission fees.

Create your dream dinosaur discovery with this great family activity as well as learn how real palaeologists and archaeologists dig for finds.

Tuesday 6 August

Roll into the Stone Age

Times: 11:00 - 16:00

Price: Included in usual admission fees.

Watch how ancient man made flint tools, handle prehistoric objects, bring your own finds and help make a Stone Age wall painting.

Thursday 22 August

Monsters and Mini-beasts

Times: 11:00 - 16:00

Price: Included in usual admission fees.

Discover monsters of prehistory and meet some modern mini-beasts at our creepy crawly handling session.

Tuesday 27 August

Fossil Finders

Times: 11:00 - 16:00

Price: Included in usual admission fees.

Become a palaeontologist for the day and uncover fossilised creatures from the sand.



Sheringham Museum

Saturday 24th August 10.00-4:00pm

Man & Mammoth

Man & Mammoth; celebrating early man and the mega-fauna found along our coastline.

Join us at the museum along with John Lord, expert flint knapper, who will be demonstrating methods of flint stone tool making throughout the day. Throughout the whole weekend pop along and see examples of tools, fossils and geology found along on coastline.

10-4pm drop-in and included in normal museum admission.

