

Town Clerk | Swaffham Town Council

From: su ga <swaffhamheritage@gmail.com>
Sent: 28 October 2019 15:15
To: Town Clerk | Swaffham Town Council
Subject: RE: RE: Carter 22 documents for town council meeting November 19

Thank you Richard. No power point at the moment just a talk through the points, please

Sue

Sent from [Mail](#) for Windows 10

From: [Town Clerk | Swaffham Town Council](#)
Sent: 28 October 2019 12:23
To: [su ga](#)
Cc: [Deputy Clerk | Swaffham Town Council](#)
Subject: RE: Carter 22 documents for town council meeting November 19

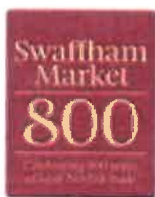
Dear Sue,

I acknowledge receipt of your documents in relation to the Carter 22 project. The documents will be circulated to Councillors as part of their meeting pack for the meeting on 13th November.

Can you just confirm whether you want to use a power point presentation, or whether you just want to talk through your project at this stage?

Best regards,

Richard Bishop
Town Clerk



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From: su ga <swaffhamheritage@gmail.com>
Sent: 19 October 2019 16:49
To: Town Clerk | Swaffham Town Council <townclerk@swaffhamtowncouncil.gov.uk>
Subject: Carter 22 documents for town council meeting November 19

Dear Richard

Please find attached documents for distribution, if you wish and think it appropriate, to Councillors before next month's meeting.

My delivery has been submitted to the trustees of Swaffham Heritage and agreed

Best Wishes

Sue

Sent from [Mail](#) for Windows 10

On behalf of the trustees of Swaffham Heritage I would like to put before you tonight the outline of plans we have for celebrating the centenary in 2022 of Howard Carter's discovery of the tomb of Tutankhamun in November 1922. **The working title for the project is Carter 22.**

As part of my so far 18 month long preparation for this project I have visited most of the principal national museums which exhibit items of Egyptology as well as Highclere Castle, the home of Lord Carnarvon. Apart from the latter, none has so far told the story of Howard Carter, even though he is arguably the most renowned archaeologist the country has produced. Naturally, the Highclere exhibition, although excellent and totally relevant to the discovery of Tutankhamun's tomb, focuses on the achievements of Lord Carnarvon.

Swaffham is in the best position to tell Howard's story. Without Swaffham there would have been no Howard. His grandfather Samuel, his father Samuel John, his aunts Fanny and Catherine, his uncles Henry William and Robert, his brother William, his cousins Harry and Ben (Ripper) all lie buried in Swaffham. At least two of his brothers boarded at Hamonds Grammar School. Howard, although there is no written documentary evidence, spent at least part of his childhood here. There are actually several Carter houses in the town, although Howard himself only lived in the family house on Sporle Road, not in Keeper's cottage, Holly Lodge or down Ash Close.

Members of the family still live locally.

Other family members occasionally visit Swaffham Heritage to see what we know of him. At which point I roll out the family tree which I have put together with the help of various members of the family and ask two questions. "Where do you fit in?" and "Are you an artist" – as so many of the Carters even today seem to be. Usually the answer to that last question is yes.

At 15 Howard decided to be an animal portrait painter, like his father. As part of his apprenticeship he worked at Didlington Hall near Downham Market. We know that on occasion he cycled there from Swaffham. And, of course, it was at Didlington, amongst the ancient Egyptian artefacts of the Amherst collection, that his career in Egypt began two years later.

So Swaffham seems to be **the** place where - even if centuries apart - ordinary working men - following a dream – find rich and wonderful buried treasure.

At this moment in time I am asking only for the Town Council's permission and support for the **concept** of our plans. With this in hand we can then talk to the Heritage Lottery Fund and come back to you shortly with costings. We have just two years to organise and execute this.

There are four separate sub-projects.

1. **The Buttercross Project.** This has been designed by a local museum designer and would be an exhibition inside the Buttercross focusing on the life of Howard and his discovery by means of holograms and a touchtable. This has been discussed with Andrew Gayton who in turn approached Historic England. Both have agreed in principle as long as the structure of the Buttercross itself is not affected. The exhibition would be in place throughout the Summer of 2022 and would be an arresting tourist attraction as it would be highly visible to passing traffic. It would be well publicised and increase substantially the number of tourists and visitors to the town. There would be an entry charge. We are aware that the difficulties lie not with the structure or the display itself but with security and volunteer manning. Because it is based on holograms it can be reprogrammed and then used to advertise or display other, later events such as Christmas lighting, the annual historic vehicle event, Swaffham Arts, theatre events, markets and so on.

2. **A series of events** in the town throughout the year for adults, families and children.

These might include:

Lectures on Egyptology and illustrated talks on the story of Howard Carter

A guided tour of the town and/or an illustrated talk on Swaffham in the late 19th century

Family and children's activity days –Egyptian maths; handling; stories of ancient Egypt; craft work; sand tray archaeology, modelling. Life size cutouts of Tutankhamun and Carter so

that visitors can photograph themselves.

An archaeology dig – in town – perhaps on a new development site - or in a village nearby

Cashing in on Tutmania - Learning to sand dance. – films such as Indiana Jones, Cleopatra,

The Mummy and so on

Egyptian cookery

Films on The Discovery

Schools' projects

3. The principle of some kind of **permanent recognition** of Howard Carter in the town which might be a plaque or a sculpture of some kind.

4. Although part of the whole project the 4th sub-project is separate as it might need to take place after the Buttercross exhibition. However, we are nevertheless asking for the Town Council's support and permission now so that it can be taken to HLF as part of the bundle.

So - a **refurbishment of the Carter Connection Gallery** at Swaffham Heritage. This is the most popular gallery in the museum with 47% of visitors designating it the most interesting and enjoyable gallery. However, the technology in the tomb is out of date and failing and the drawers in the room are dangerous if the room is crowded. Neither does it tell well the story of Howard Carter.

I would repeat that Swaffham Heritage is today asking for permission and support of the whole **concept** of the project today, as without that we cannot move towards discussion with the Heritage Lottery Fund and the costings of the various sub-projects.

Thank you. Any questions?

Carter 22 Project. Concept

HLF: Innovation; Sustainability; Wider audience; At risk; Partnerships; Resilience; Environmentally Friendly; Enjoyment

Objectives:

- bring heritage to a better condition
- inspire people to value heritage more
- support organisations to be more robust, enterprising and forward looking
- demonstrate how heritage helps people and places to thrive
- ensure that heritage is inclusive
- grow the contribution that heritage makes to the UK economy

Outcomes

In order of perceived priority

1. heritage is better identified and explained
2. funded organisation will be more resilient (increased footfall, better publicity)
3. people will have learnt about heritage, leading to change in ideas and actions (Carter – talent; dedication; funding)
4. wider range of people will be interested in heritage
5. local economy will be boosted
6. local area will be a better place to live, work or visit
7. people will have greater wellbeing (enjoyment)
8. people will have developed skills (volunteering, archaeology, social media, media, research)
9. heritage is in better condition

Assessment Criteria

- A. Relevant to heritage in the UK. (Yes, very)
- B. the needs and opportunities your project will address (
- C. How strongly your project will achieve our outcomes (as above)
- D. Overall value for money (? – wait for costings)
- E. Potential risk to project's success (poor take up and participation by public, volunteers and funding agencies)
- F. How project outcomes will be sustained (by making sure that the planned events keep to the outcomes criteria)
- G. your approach to environmental sustainability (The Buttercross technology can be re-used after the event either as stand alone or in the museum gallery. The films, talks and walks can be reused in the future and add to the town archive.)

Buttercross Swaffham – Display elements text

Introduction.

In the centre of Swaffham the 'Buttercross' will be used to make the exhibition – see concept of exhibition.PDF Swaffham 2022.

The plan of site needs to be fenced off with simple but elegant fencing – clear plastic or similar so the external graphics can be seen but to stop unlawful access. (It is anticipated that there will be a guard on duty in the entrance structure during the night.)

There is a local supply of electricity nearby and this will need to be used to bring power into the structure. Covered over with special covering to look like the cobbled area adjacent to the structure.

The entrance is a portable structure for access and payment. Waterproof with external graphics and wheelchair access doors. Detailed design and size to be organised but at least two visitor attendants; one for security and bag check and the other to control till and payment. VIPs to be able to have easy access.

The Fire Exit to be positioned as per concept idea to allow visitors to come into the fenced area and the emergency holding area. All needs detailed discussions with local authorities.

The display unit sizes are still to be detailed but longer than the concept- the 'peppers ghost' display will have to be organised to give sizes. The width cannot change between the columns but the depth could be up to 4 metres approx..

The display units will need to be waterproof and well fixed to the 'Buttercross' structure and rainwater disposal organised to the gutters in roads – all to be organised with local authorities.

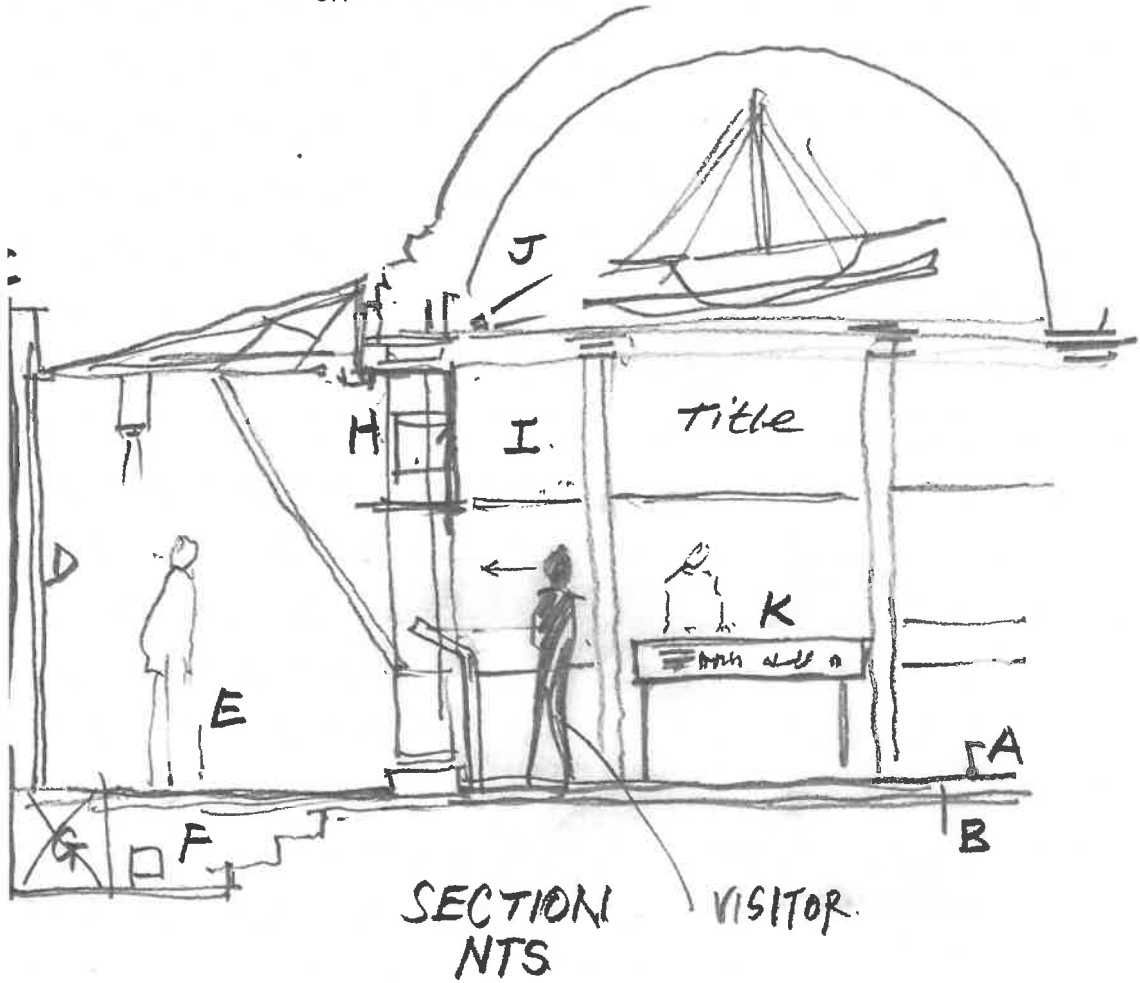
The external graphics to the display units to be full size colour waterproof graphics of text and images .

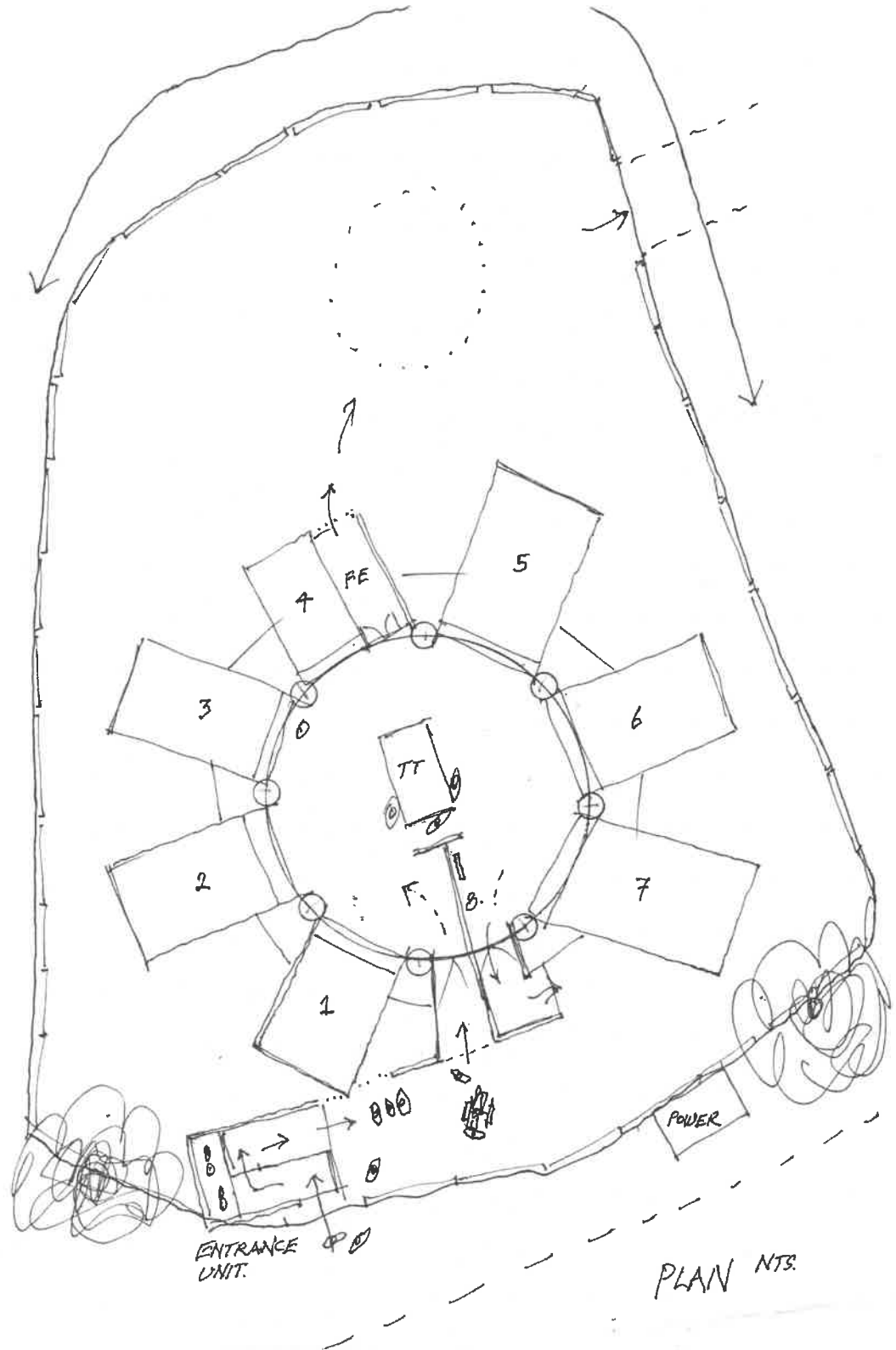
There will need to be external lighting to all sides.

NOTES RELATED TO SECTION NTS – There will be two contractors- the build with props and graphics and lighting; and the 'peppers ghost creative team- to make the shows and touchtable and video. Detailed dimensions of the structure needs to be used to prepare working drawings.

- A. New floor of timber – non slippery with electrics and data below. NOTE – The data control area for the 'peppers ghosts' ,touch table, video screen and lighting to be position in a display unit – details to be organised between contractors
- B. The fixing of the internal floor to be agreed with local authorities
- C. External graphics – waterproof around all units. Graphic production team to work with designers
- D. Display unit – size to be agreed but waterproof and with power and data and fixings for projectors etc
- E. The 'peppers ghost' display to have props and all elements to make the show – audio with loudspeakers (language of show – English) etc etc – Contractor to organise with designers and Swaffham Museum client. Create storyline, get actors, get props made and organise presentations and sign off procedures. Length of show still TBD
- F. Below external unit base – structure and power and data supply
- G. Structure and fixing to be agreed with local authority
- H. AC units to put cool air into internal space

- I. Title for each display – text and images in English on boards above show area
- J. Lighting and prop of Pharaohs boat. NOTE The visitors come in and the display shows follow one after the other and the inner dome dark so not noticed. After looking at the last show the lights come on to show the boat and then the visitors can work on the touchtable.
- K. The lecterns in front of the display have the title in English, hieroglyphics, and Arabic
The last thing to see before leaving is a video about the new displays in the Grand Museum Cairo and information on Egyptian cultural tourism





Text by Jasper Jacob of JJA Ltd. Idea copyright by JJA Ltd – November 2018





