

The Holkham Gazette

Social Responsibility at Holkham

BY DAVID HORTON-FAWKES, ESTATES DIRECTOR



The Bounty playboat at Wells-next-the-Sea, constructed by local man Ray Hewitt with support from the Holkham estate

Last summer I was asked by Lord Coke and the directors of Coke Estates to come up with plans to raise the profile of three important themes that will be crucial in sustaining the long term prosperity of Holkham and its local community. These themes are education, renewable energy and social responsibility. They are all subjects that the estate is already addressing in one way or another but the challenge is to get all our diverse businesses working together towards a common goal in order to maximise the impact of our efforts.

To get started we allocated responsibly for each topic to a member of the senior

management team; James Bracey (Property) is leading on renewables, Celia Deeley (Tourism) is heading up education and Neil Morrell (Finance) is in charge of social responsibility. We've tried to consult as many colleagues as possible but I am sure we can do more to involve others and our plans will develop as we engage everyone across the estate.

The main thing is that we have made a start and in the last issue of the *Holkham Gazette* you will have read about the steps we are taking to both understand and adopt renewable technologies for our energy use. Not only are we implementing practical solutions, but we are also looking at our own behaviour and changing long-established and wasteful habits. Last month, in conjunction with SCIRA and Norfolk County Council, we hosted a two day education seminar for international students and for this visitor season we are refurbishing a room in the Stables as a facility for schools to use when they visit Holkham. There is much more to be done, but there is evidence of progress which is not only responsible but also enjoyable for all of us who work here.

Corporate and Social Responsibility is one of those 'management speak' concepts that is usually met with

glazed eyes and cynicism. The concept is defined as one whereby companies decide voluntarily to contribute to a better society and a cleaner environment. The Victorian belief that with great privilege comes great responsibility is well-understood by estates across the country, both great and small, and these principles are evident at Holkham.

Like most large organisations we receive hundreds of

requests for support from charities and individuals. Most people will be aware that profits from the biannual Holkham Country Fair are distributed to local

charities but the sheer number of requests that we receive inevitably means that many groups are disappointed.

In order to focus our giving more effectively, we are looking at specific themes around which we can target our fundraising and volunteering activities so that we can improve our effectiveness as well as providing a rational explanation of our decision to those whom we turn down. At the moment we are exploring the themes of homelessness and elderly people and later in the year we plan to get out into the local community and carry out specific projects in support of these themes.

All businesses go through repetitive cycles and many of the political and economic values promoted by government have been visited before. Many estates would argue that localism and the need to work with the local community have long been recognised and adopted. Indeed our core purpose is to contribute to building a thriving and successful local community. There are many examples at Holkham of socially responsible policies and actions which we have undertaken but not publicised. This is in stark contrast to the masterful efforts of the larger corporate

organisations like SCIRA from whom we should learn.

One of our core principles, which is not widely known, is our housing policy which always puts people who live and work locally ahead of second home owners. Of the estate's 300 houses, only five are occupied by people who are not permanently resident here and these are buildings that are suitable only as temporary accommodation.

Historically, there are many examples of land and buildings that have been gifted by the estate to the community: the Field Study Centre in Wells, several schools, village halls, reading rooms and the site of the Wells Community Hospital. And today we still provide football fields and cricket pitches, village greens, cycle routes, permissive paths and a social club as well as supporting a large number of charitable events ranging from the Norfolk Superhero Challenge to concerts and talks for the Norfolk Churches Trust.

However, no-one is pretending that these actions are purely selfless. Tim Schmidt, who opened the Lost Gardens of Heligan and the world famous Eden Project in Cornwall, said in his autobiography that "if your local community won't back you, everyone else has an exit" and it is undeniably in our interests to work with the local community. This is not always easy – the estate stands behind a nine mile wall and operates from a house filled with priceless treasures. But through our open days, bonfire parties and offers in this publication, as well as all we do 'behind the scenes', our aim is to ensure that local people feel recognised and valued. We can then all work together to create a thriving and successful rural community that will sustain everyone who lives and works both at Holkham and in the towns and villages around the estate.

Corporate and Social Responsibility is a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment.



Colm Hunt is 18 and lives in Fakenham. He has just successfully applied for one of the summer jobs at the Beach Café and is looking forward to starting work at Holkham.

"I've just completed eight weeks' work experience at Boots, and so I am keen to build on the experience I had there", he explains. "I want to develop the skills I have learnt already and I am looking forward to the customer service aspect of working at the Beach Café, as well as getting a chance to mingle and talk to people, to find out what they like and what they don't like. Hopefully I can use this to further my job prospects. Although the job at the Beach Café is initially only for the summer period, I am very much hoping that I can impress enough that I can be considered for a full time position in one of the estate's various departments. The history of Holkham and the place that it holds in this area makes it a very desirable place to work."



Getting jazzy at The Globe

The Globe Inn in Wells has some great jazz evenings planned this spring with local jazz band the Chris Cooper Trio who will be playing on the third Sunday of the month. The dates booked so far are 18th March, 22nd April and 20th May. The music will start around 8.30pm and finish at 10.30pm – we would love to see you.



We've gone hopping mad at Holkham! Join us for our eggs-traordinarily eggs-citing eggs-travaganza over the Easter weekend, 6th to 9th April. There are all sorts of things to do, to taste and to see. Visit our website www.holkham.co.uk for details or see opposite

Holkham season tickets still available

Don't forget that there is a choice of car parking season tickets available for parking at Holkham and Wells beaches. In addition, our combined car parking season ticket includes both beaches and parking in Holkham park with unlimited standard admission to Holkham Hall during the visitor season from 1st April to 31st October for a family of two adults and up to three children. Season tickets run from 1st January to 31st December. To apply contact 01328 710227 or email enquiries@holkham.co.uk. Or go to the website – www.holkham.co.uk – to download an application form and send it with your cheque, made payable to Holkham Enterprises. Post to Holkham Estate Office, Wells-next-the-Sea, Norfolk, NR23 1AB.

PRIZE DRAW

Only one entry per household

Win one of two family tickets for our fabulous Jubilee Weekend Celebrations. Fill in your name, address, phone number and email below to be entered in a prize draw to win one of two family tickets for our Jubilee Weekend. Entry closes 18th May 2012.

NAME.....
 ADDRESS.....
 PHONE.....
 EMAIL.....

THEN EITHER
 Post to Holkham Jubilee Competition, 2d Maryland, Wells-next-the-Sea, Norfolk NR23 1LY
 OR Email your name, address and phone number to ticketoffice@holkham.co.uk
NB Terms and conditions apply

WIN Two family tickets for our Jubilee Celebrations



The Ostrich & The Crown

To celebrate the Queen's Diamond Jubilee and the 400th anniversary of the establishment of the Coke family at Holkham, our 2012 exhibition highlights the links between the monarchy and the Coke family over four centuries from the time of Elizabeth I to the present day. Fascinating items from our archives, library, personal records and photos illustrate the family story over four centuries of royal connections. Find out more about this photograph of the Queen, the Duke of Edinburgh and a young Thomas, Viscount Coke. Discover how the hall was used to entertain royal guests, the great friendship between the 2nd Earl of Leicester and King Edward VII, and see a spectacular display of family costumes which tell the unique family story concerning the present Queen's coronation in 1953.

Hop on board!

Holkham has teamed up with local firm Norfolketc, which operates a sailing and powerboating school at Morston and puts on trips and tours at Blakeney harbour, to run a selection of activities on the lake in the park. You can go on a leisurely cruise around the lake which, for the most part, follows the line of the original tidal creek, which was dammed and excavated to create what is now a very large and beautiful stretch of water. It is a haven to wildlife and home to thousands of fish and eels.

We also have rowing boats, canoes and kayaks to hire so that you can explore the lake at your own pace and if you are feeling really adventurous, why not have a go at water zorbing – it will really get your heart racing!

If all that seems like too much excitement, why not walk around the lake, following our ever-popular Nature Trail, finding and reading the 28 information panels full of interesting facts about the plants, insects and animals to be found here.

For more information, see our website – www.holkham.co.uk



NEW for 2012

Down Memory Lane – a caravan tour around Norfolk in 1912

On Wednesday 16th May at 6.30pm Juliet Webster will give a presentation on a horse-drawn caravan tour around Norfolk, undertaken by Honor Elwes and two friends in 1912. When Juliet was moving house she found a diary, photographs and a poem written by Honor, one of three young ladies from West Norfolk who took a horse, a groom and a yellow caravan for their unusual tour around the county, using the caravan as their accommodation for all the nights they were away. They got into all sorts of strange situations – they were mistaken for tinkers and a travelling show, they lost the chimney off the van, they met the Norfolk Yeomanry on Kelling Heath and they got stuck in the marsh at Blakeney.

A century on from this remarkable trip, join Juliet for an entertaining evening of poetry, pictures and places.

The presentation will be held in the Stables Café at Holkham. The Bygones Museum will be open between 5.30pm and 6.30pm for those wishing to visit the museum before the talk begins at 7pm. Tickets are £7, including a glass of wine and entry to the Bygones Museum. Please contact Holkham Ticket Office on 01328 713111.





What's on and where to go

This is sure to be a fun-packed summer in the Holkham area. There are Jubilee celebrations both here and in Wells-next-the-Sea plus lots of other events. Below is a roundup of some to look forward to locally.

HOLKHAM'S GONE HOPPING MAD!

Holkham Hall • 6th to 9th April, 10am – 5pm

Over the Easter weekend we've loads to see and do. Join in our games, try our Egg-stacle Course, spot the Bouncing Bunny, join in the Egg-tastic Egg Fun, and there are games, crafts and facepainting.

CHOCOLATE DECADENCE WORKSHOP

Old Kitchen Holkham Hall • Saturday 7th April, 10am – 4pm

Make chocolate truffles, chocolate mousse and get tips on making other chocolate confectionery. All participants take home their chocolate creations.

RELIVE HISTORY

TITANIC TEATIME TREATS

Old Kitchen Holkham Hall • Sunday 8th and Monday 9th April, 12noon – 4pm

Join us for afternoon tea to commemorate 100 years since the sinking of the Titanic, with upstairs and downstairs characters from Holkham's Edwardian past brought to life.

CHAMBER MUSIC CONCERT

Elizabeth Watts (Soprano) and Julius Drake (Piano)

Marble Hall, Holkham • Saturday 7th April, 7pm

Including Schumann's song cycle Liederkreis Op.39 and songs by Ivor Gurney and Richard Strauss.

BUGS AND BUTTERFLIES

CHILDREN'S WORKSHOP

Bygones Museum Activity Area • Tuesday 10th April, 10am – 12noon and 2pm – 4pm

Join one of our two children's workshops and make your own creepy crawlies.

GRUFFALO DAY

Nature Reserve Wells Beach • Wednesday 11th April, drop in between 11am and 3pm

Find out about the wildlife in the popular Gruffalo stories and explore the deep dark woods!

GUIDED WALK

Holkham National Nature Reserve • Wednesday 25th April, 10am – 12noon

Find out more about Holkham and its wildlife on a two hour guided walk over fairly gentle terrain.

POND DIPPING

Holkham Park • Sunday 29th April • Drop in between 11am and 4pm

Discover what lurks beneath the waters of the lake at Holkham.

May Day Celebrations

Holkham Hall • Sunday 6th and Monday 7th May, 10am – 5pm

Mark the start of spring at Holkham's May Day celebrations. There will be music, morris dancing, games and children's crafts all taking place in the Courtyard and Bygones Museum.

RELIVE HISTORY

HISTORIC COOKERY BROUGHT TO LIFE

Old Kitchen, Holkham Hall • Sunday 6th and Monday 7th April, 12noon – 4pm

Join us in the Hall and the magnificent Old Kitchen to explore Victorian cookery, brought to life with characters from Holkham's past.

DEER DISCOVERY WALKS

Holkham Park • Saturday 5th May, 10am-11.30am

Each Wednesday in June, 11am – 12.30pm and 2pm – 3.30pm

Join our Deer Keeper on a guided walk to learn about the deer in Holkham Park. Tours will last approximately 1.5 hours.

POETRY-NEXT-THE-SEA

Wells-next-the-Sea • Friday 11th to Sunday 13th April

All things poetical in Wells-next-the-Sea as luminaries of the poetry world come to Wells for a weekend of talks and readings. For more information and tickets see the website:

www.poetry-next-the-sea.com

FASCINATING FASCINATORS

Bygones Museum Activity Area • Saturday 12th May, 10am – 12.30pm and 2pm – 4.30pm

Two half-day workshops on fascinator design and making. Take away a fascinator made by you!

NORTH NORFOLK MARATHON

Holkham Park • Sunday 13th May

The North Norfolk marathon starts and finishes in front of Holkham Hall. For more details please visit www.4shore.uk.com.

PHOTOGRAPHY WORKSHOP

AMAZING ABSTRACTS

Bygones Museum Activity Area • Wednesday 16th May, 10am – 4pm

An adult workshop specialising in spring plants and

architecture. Suitable for all photographers. Bring your own camera.

TREEMENDOUS TREES

Holkham Park • Sunday 27th May. Drop in between 11am and 4pm

Take part in bark rubbing, leaf printing, mask making and minibeast hunting and learn about Holkham's majestic oak trees, some as old as the Hall.

STUDY DAY – TREES FOR THE GARDEN

Holkham • Saturday 2nd June, 10am – 4pm

Our Landscape Manager will take you from selecting the right tree for your garden through to maintenance and pruning.

TOURS OF THE PRIVATE GARDENS

Sunday 3rd June • Tours at 11am, 1pm and 3pm

View the private gardens at Holkham, which are normally closed to the public. Booking is essential.

CHAMBER MUSIC CONCERT

Kungsbacka Piano Trio

Marble Hall, Holkham • Friday 8th June, 7pm

A programme of music by Beethoven and Tchaikovsky.

OPEN FARM SUNDAY AND VICTORIAN FARM DAY

Sunday 17th June • 10am – 5pm

Open Farm Sunday will highlight the farming industry at Holkham, birthplace of modern agriculture. Victorian Farm Day lets you step back in time to celebrate Holkham's Victorian "hay-day" of farming.

WHEELS NEXT THE SEA

Wells-next-the-Sea • Sunday 17th June

Motorcycles galore as the 4th Wheels next the Sea Motorcycle Show roars into Wells. There will be an abundance of machines on display from old to new. See the website – www.wheelsnextthesea.com – for more.

NATIONAL GARDENS SCHEME OPEN DAY

The Walled Gardens • Friday 29th June, 10am – 5pm (last entry 4.30pm)

Meet our landscape team and enjoy the beauty of the gardens. There will also be a chance to buy a plant or two.



For information, ticket prices and to book Holkham events, visit www.holkham.co.uk

Jubilation and celebration!

LONG MAY SHE REIGN

Marble Hall, Holkham • Friday 1st June, 7pm

Charity concert in aid of the Queen Elizabeth Hospital's League of Friends, featuring music from the reigns of Elizabeth I and Elizabeth II.

HOLKHAM CELEBRATES IN STYLE

Holkham Hall and Bygones Museum • Sunday 3rd, Monday 4th and Tuesday 5th June, 10am – 5pm

The hall, Bygones Museum and courtyard will be alive with activities and events inspired by the 1950s. A flotilla workshop for families, a 1950s-inspired café menu and much more. Keep an eye on our website for more information. Holkham Hall is normally closed on a Tuesday, but to ensure we celebrate the Jubilee in true style, the hall will open on Tuesday 5th June from 12noon to 4pm.

HOLKHAM AHOY – CHILDREN'S WORKSHOPS

10am – 12noon and 2pm – 4pm

Inspired by the Queen's 1,000 boat flotilla on the Thames, come

and help build our own royal flotilla, fit for a Queen, to be floated on the lake on Tuesday 5th June.

WELLS-NEXT-THE-SEA

Join the Jubilee celebrations in Wells-next-the-Sea. On 2nd June there will be a flotilla of decorated local boats sailing from the lifeboat house up to the quay, plus stalls and children's activities, followed by live music, a historical display and the film 'From Princess to Queen'. On 4th June a specially-built beacon will be lit at 10pm, preceded by an evening of entertainment and a hog roast.

BURNHAM MARKET

On Saturday 2nd June there will be a giant family picnic on the playing field and every visitor or resident in the village is welcome to bring their own food and drink. There will be sports and competitions and stalls to visit. On Sunday 3rd June there will be an inter-denominational church service in a marquee on the green, which will also be available for other organisations to use if they want to, on the other days of the weekend.



any tickets
our
Jubilee
celebrations



Noticeboard

Hot stuff!

Glyn Kirpalani set up his company, Norfolk Heatwave in 2010 to make Hot Pepper Sauce using ingredients sourced locally in North Norfolk where possible. However, he had to import his most important ingredient, Scotch Bonnet chilli peppers, from Holland or Uganda – expensive both in monetary and environmental terms. As a result, he decided to set up the Community Growers' Scheme – a novel way to get hold of locally-sourced peppers. The scheme provides customers and local residents with Scotch Bonnet chilli-pepper seedlings propagated from seeds in Glyn's greenhouse. At harvest time, Glyn buys back the peppers from the farmed-out plants at an attractive price enabling his sauce to be made with environmentally friendly Norfolk Scotch Bonnet peppers – providing a modest income to local residents who garden for pleasure, but have never sold their home produce before.

At Holkham, we are helping Glyn out too – we are currently growing several dozen Scotch Bonnet plants (with plans for up to 200 in total) in the Victorian greenhouses in the Walled Gardens as well as providing some of our other fresh estate-grown seasonal vegetables for use in the manufacture of our very own bottles of Holkham Hot Pepper Sauce, which will be made by Norfolk Heatwave exclusively for sale in the Holkham Gift Shop and the Beach Café on Beach Road, Wells-next-the-Sea.

In 2011 we harvested a total of just over 3 kilos of Scotch Bonnet chillis in our greenhouses and nearly 8 kilos of other types of chilli pepper. Hot stuff indeed!



Danish export

Poul Hovesen is the new Director of Farming for Holkham Farming Company, a role which he carries out on a consultancy basis as well as being the Farms and Estate Manager for Salle Farms Company. Commenting on his recent appointment Poul said "It's a real privilege to be joining the team at Holkham. I am aware that Holkham's contribution to farming history is legendary and I am very keen to ensure that we are once again seen as being at the forefront of excellence in farming. The opportunity to work with Holkham staff to achieve this is an exciting prospect and I look forward to getting to know and work with staff throughout all areas of the estate".

Poul managed farms in his native Denmark until moving to the UK in 1987 to take over the role of Farm Manager for Salle Farms Company. Since that time Salle Farms has increased from 1000 hectares to 1700 hectares following the purchase of the Guestwick estate in 1991. Development of the Salle estate has continued and today the arable operations cover approximately 2000 hectares including three local farms managed under contract farming arrangements. Over the past seven years Poul has also been involved in the management and recent purchase of a further 1200 hectares of land in the north of Poland for Sir John White.

A philosophy of sound rotations, good soil management and timeliness of operations is what Poul is hoping to achieve at Holkham. Looking to the future Poul sees the development of a new six year rotation as being complimentary to Holkham's famous four course rotation which is acknowledged as one of the greatest agricultural principles in history.



Poul has been a finalist in the *Farmers' Weekly* awards for Cereal Grower and Arable Farmer of the Year and recently was awarded an Honorary Fellowship of the National Institute of Agricultural Botany. Poul is a former Director of the Morley Research Centre, The Arable Group (TAG) and a former member of the Steering Group of the Catchment Sensitive Farming Initiative.

During those elusive quiet moments in the farming year Poul and his wife, Alison, enjoy walking and exploring north Norfolk. They are also both keen supporters of local food producers and suppliers and enjoy nothing better than a walk at the coast with their dog, Ruby, followed by a large plate of mussels and a pint of Norfolk's best!

Glorious gifts at the Gift Shop

JOHANNA TENNANT, RETAIL AND PROJECTS MANAGER

We are looking forward to the start of a new season and have introduced many exciting new ranges into the shop for 2012. To celebrate the Diamond Jubilee we have some special commemorative pieces produced by the renowned Burleigh Pottery together with an exclusive range of small 'Keepsakes'.

We have included something for the men this year with a selection of cufflinks and for that very special gift – caps and waistcoats made for us exclusively by Goddard & Son from our unique Holkham tweed which was designed for our gamekeepers by Lady Leicester.

For your little ones we have a brand new range of enchanting soft toys and many more interesting games and books have been added. We hope the ladies will enjoy our selection of beautiful, British manufactured leather and suede bags and beauty products from Apitherapy – another Norfolk based business.

We are delighted to welcome on board this year several Norfolk based artists who will be exhibiting both their original work and a selection of limited edition prints and do keep an eye on our website for information about demonstration days which will be taking place throughout the season.

We look forward to welcoming you at the shop again this year – a great place to find that special gift or souvenir of your stay in Norfolk.

Gardening Tips

by
Landscape
Manager
Tim
Marshall

Jobs to do
in April, May
and June

- Keep on top of weeds in your borders. It can be difficult to take back control once they have taken over.
- April is a great time to sow and repair lawns – though make sure you irrigate during dry spells.
- In the vegetable garden, earth up your potatoes – this will increase cropping and reduce the amount of sunlight falling on your potatoes. Sunlight turns potatoes green and makes them poisonous.
- Before cutting hedges check for nesting birds.
- After spring-flowering shrubs have finished their display, it is a good time to give them a prune.
- On warm days remember to ventilate your greenhouse to prevent scorching to the plants inside.

Volunteers at the Walled Gardens are always welcome – call Tim Marshall on 07884 183543 if you would like to help.



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