

# The Holkham Gazette

## 'Field to Fork' – Holkham's new farming exhibition



A visual representation of how the timeline will look

A permanent, brand new, exciting and interactive exhibition called 'Field to Fork' is coming to Holkham. London-based creative design group, Drinkall Dean, has been responsible for the design of the exhibition and it is hoped that 'Field to Fork' will become the focal point of Holkham's dedicated education programme.

'Field to Fork' tells the story of farming at Holkham, significant in itself because farming is at the core of the estate, but also historically significant because Holkham was the home of Thomas William Coke, 1st Earl of Leicester of the 2nd creation. Better known as 'Coke of Norfolk', Thomas, with his four course crop rotation and his famous 'Sheep Shearings', revolutionised English agriculture in the early 1800s.

The new exhibition is housed in seven 'rooms', taking up part of the old Bygones museum in the courtyard. The 'rooms' are all themed and are designed to present different aspects of farming and food to visitors of all ages. A welcome room begins the tour, and then the exhibition starts with the first room titled 'Lie of the Land'. This gives a brief history of Holkham, with time lines of the Earls of Leicester and significant advances in agriculture, plus some quirky exhibits including Holkham tweed, saffron and Holm oak acorns that were used as 18th century bubble wrap!

The next room is 'Tools of the Trade' and is about managing the land, past and present. There will be a tractor, a plough, rakes, hoes and scythes on display, plus a selection of mystery objects for visitors to try to identify. There will also be an interactive talking display.

The next room, 'Breaking New Ground', explains why Holkham is at the forefront of new ideas in agriculture. There will be an explanation of four-course crop rotation, as espoused by Thomas William Coke at Holkham, and also the six-course rotation used on the estate today.

'An Edible Landscape' tells the story of the food obtained from our diverse environment. The previous rooms have concentrated on the 'Field' aspect; the following rooms explain how crops and animals become food. Holkham produces food from many sources – there is venison from the deer in the park, sugar from the sugar beet, beef and lamb from our cattle and sheep, as well as beer from our malting barley and pheasants from our woods. This room will have lots to look at, to interact with, to touch and to smell.

A change of pace comes next – the following room will show an eight minute film called 'The Farming Year', which shows the myriad things that go on at

Holkham; farming, shooting, conservation and land management.

'Our Crops, Your Food' follows the passage of food from our fields to your forks. This explains about all the food that the estate produces, whether from plants or animals. It will be set up as a series of market stalls, with things to look at and think about. There will be a strong message that what you eat and where it comes from is vital for your overall nutrition and health.

In the courtyard outside will be a tractor to climb on and a huge tractor tyre to measure yourself against. There are also future plans for a tractor-driving simulator, using a real tractor cab.

The 'Field to Fork' exhibition is unlike anything Holkham has done before and it is clear that it is going to be really exciting to look at and to use. The aim is to engage everyone of whatever age and there will be lots for children to interact with. In each room, Hooty the barn owl in his owl box will have questions for the younger audience to answer. For more about Hooty, see the back page of The Gazette.

Once your visit to the exhibition is over, the new Courtyard Café, with double the amount of indoor seating for visitors, will provide the perfect atmosphere for enjoying homemade, locally produced food and drink. There is also a new, spacious, elegant gift shop which will bring together a tempting and eclectic blend of gifts and souvenirs. The shop will extend the opportunity to showcase the work of many talented local artisan suppliers and producers.

## Easter fun at Holkham

There will be plenty to keep children entertained at Holkham's Easter Fun from Friday 25th to Monday 28th March. As well as meeting the Easter Bunny in the hall you can get crafty or join Kiddy Cook to decorate some tasty treats. Jump aboard our 'Easter Express' to visit the walled garden where you will find our storyteller with tales to tell as well as lots of Easter themed arts and crafts.

There will be fun trails to follow around the garden and you might come across some special animals paying us a visit from Melsop Farm. Help Little Bo Peep find her lost sheep and there's a chocolate treat for children.



## From Homestead to Holkham

### Remembering the 7th Earl of Leicester 1936–2015

Our exhibition for 2016 looks back at the life of Edward Douglas Coke, 7th Earl of Leicester CBE DL, and pays tribute to this great, yet modest, man who was integral to the restoration of the fortunes of the Holkham estate.

The exhibition reflects on the 7th Earl's childhood, much of which was spent on a remote farm in South Africa. By the 1960s it was clear that Edward Coke was next in line to succeed to the Holkham estate and, as such, he came to England at the age of 26. By 1973 he had taken over the management of Holkham, which proved to be the start of his lifelong project to modernise Holkham Hall and the surrounding estate.

Despite adversity he modernised many of the estate's houses, made the farm profitable and revitalised the hall. Playing an active role in public life, he had a keen interest in the local community. He was awarded a CBE for services to heritage and held many significant offices, including the presidency of the Historic Houses Association.

Through this exhibition, we follow the 7th Earl's life, portraying both the family man and the businessman, whose hard work secured Holkham for future generations.





## 'Firsts' on the Nature Reserve



Picture of Citril Finch © Andrew Bloomfield



BY SARAH HENDERSON, RESERVE MANAGER

The last 12 months have been busy on the National Nature Reserve and so much has happened!

We carried out a water vole survey on Holkham marshes and found that water voles were present on nearly every section of ditch. Three otters were seen, although unfortunately two of them were dead. One was probably killed by a dog and the other, a large dog otter, had been run over on the Beach Road.

The weather has been a funny mix this year, some months were too wet and others too dry, which made life challenging for some of the wildlife, especially the Natterjack Toads. They live a precarious existence in shallow pools that gradually dry out as the season progresses. Weeks of hot dry weather resulted in the pools drying out rapidly when the toads were still at the tadpole stage so we spent ages topping up the water levels. It then went from one extreme to the other and the rain

in July topped up all the pools and the Natterjacks had a second spawning session.

The reserve added to its already long list of firsts. In May a Citril Finch attracted hundreds of birdwatchers, all keen to see this brightly coloured bird. Not only was this rare visitor a first for the reserve but also a first for Norfolk and it was only the second sighting recorded in the UK. Other firsts for the reserve included a couple of fungi, a spider and some new moths.

However, my own personal highlight for the year (and another first!) is completely unrelated to wildlife. On a rather damp summer's day I had the pleasure of meeting Bryan Ferry who was at Holkham to make a video for a new song. And yes, he is as good looking now as he was in his Roxy Music heyday!

## RNLI lifeguards on Wells beach

BY VINCENT PANK, RNLI LIFEGUARDS

The Royal National Lifeboat Institution is a charity dedicated to saving lives at sea. As well as its lifeboats and crews, the modern day institution also provides lifeguard and flood rescue services around the coast of the UK. Although the RNLI was founded in 1824, it wasn't until 2001 that the Institution became involved in lifeguarding. There are now RNLI lifeguards on over 300 beaches around the UK and Channel Islands including Wells-next-the-Sea.

The season for the RNLI lifeguards at Wells beach began on 4th July 2015 and it didn't take long for the lifeguards to be called into action, completing ten rescues within three hours on the first day of service! Lifeguards at Wells work closely with the RNLI lifeboats, Coastwatch, Wells harbour and the coastguard to keep visitors safe. The fast flowing water, deep channels, boats and tidal cut off pose potential risks. Visitors are urged to seek advice from the lifeguards on a safe place to bathe so that they can enjoy the beauty of Wells beach safely.

If you are interested in becoming an RNLI lifeguard contact Vincent Pank on 07917 581567 or email [vincent\\_pank@rnli.org.uk](mailto:vincent_pank@rnli.org.uk)



Lifeguards Joe Middleton and Sophie Liddament on Wells beach

## Pianist Angela Hewitt returns to Holkham



On Saturday 21st May at 7pm, one of the world's leading pianists, Angela Hewitt, will return to Holkham's Marble Hall for her second visit. Angela appears around the world in both recitals and as a soloist with leading orchestras. During the first half of 2016 she will give recitals throughout Britain and around the world. Angela will also appear as a soloist with the Academy of St Martin in the Fields, in Macau, Beijing and Shanghai, the Toronto Symphony Orchestra and the Calgary Philharmonic Orchestra. In April she will give a masterclass and a recital at Wigmore Hall in London and in July she will present her annual Trasimeno Festival in Umbria. Angela's recording of Bach's The Art of Fugue in 2014 was described in The Sunday Times as "one of the glories of our age." Angela's programme at Holkham will include pieces by Bach, Scarlatti, Mozart, Beethoven,

Ravel and Chabrier.

Tickets: £35, includes a glass of champagne in the Saloon during the interval and an opportunity to view some of the other state rooms in the hall. Book online at [www.holkham.co.uk](http://www.holkham.co.uk) or telephone Holkham Ticket Office on 01328 713111.

This winter the Steinway piano in the Marble Hall, used by Angela Hewitt when she plays at Holkham, is receiving its first proper overhaul since it was purchased by the 7th Earl about fifteen years ago.

## Pedal Norfolk 2016

Pedal Norfolk is back for its fourth year on the May Bank Holiday weekend, 30th April to 2nd May 2016 and it's going to be bigger and better!

Over three days riders can choose from routes of 20, 50 or 100 miles, with a maximum weekend mileage of 250 miles. The routes change each day and this year the routes will pass through the beer tent at Holkham at least once each. Great spectator sport! There will also be more hills. Norfolk isn't that flat.

Entertainment, spectator involvement and masses for non-cycling friends and family to do, plus mountain biking, cyclo-cross, training and challenges for all ages, Pedal Norfolk 2016 is going to be the best yet. For more information and to book, visit [www.pedalnorfolk.co.uk](http://www.pedalnorfolk.co.uk)



## Clean for The Queen

Clean for The Queen is a campaign to clear up Britain in time for Her Majesty The Queen's 90th birthday, which will be celebrated in June 2016.

Litter of all sorts is a growing menace that affects our wildlife, streets, countryside and sense of pride. What better way could we show our gratitude to Her Majesty than to clean up our country?

Holkham National Nature Reserve will be holding a Clean for The Queen event on Saturday 5th March with the aim of clearing rubbish from both beaches. We will be holding two sessions, one at 10am at Wells Beach and the second at 2pm at Holkham Beach. Each session will last for two hours. All you have to do is turn up with plenty of enthusiasm, everything else is provided. There will be free refreshments for everyone taking part.

For more information on how you can be involved, please contact Sarah Henderson on 01328 800730 or email [s.henderson@holkham.co.uk](mailto:s.henderson@holkham.co.uk)

● On Thursday 21st April beacons and large bonfires will be lit throughout the United Kingdom, Channel Islands, Isle of Man and the UK Overseas Territories in celebration of The Queen's birthday that day. Holkham will be joining in by lighting a beacon; see our website for details.



## Beyond the Walls project update



Maureen Upton using a rabbit tail on the end of a long cane to pollinate nectarines, in the Samuel Wyatt Vinery, c1943.

BY HELEN GILES, PROJECT MANAGER

Thank you to everyone who took part in our surveys about the walled garden last summer. Your feedback is really important, as it will help shape and inform this important project.

We recently appointed Cambridge-based architects RH Partnership to work with the walled garden team and other consultants to develop plans in preparation for a further, larger application to the Heritage Lottery Fund. The intention is to transform the walled garden into a heritage venue which is more attractive, accessible and engaging. We want to create a world-class location where visitors and the local community can explore and enjoy the fascinating history and be inspired by the garden and the many activities that will take place within it.

### Do you have memories of working in or visiting the garden?

We are currently exploring how we are going to interpret the heritage, horticulture and wildlife in the garden. We would love to hear from anyone who worked at the garden or who remembers the garden as it was a long time ago. We have already been approached by a lady whose father managed the nursery for over 40 years, as well as a gentleman who worked in the garden as a YTS apprentice in the late 1980s. All these memories help to bring the garden alive and tell the many personal stories of the place. If you are interested in sharing your memories, please feel free to contact Helen Giles, Project Manager by email [h.giles@holkham.co.uk](mailto:h.giles@holkham.co.uk) or phone 01279 842120.



## Q and A with Sharon Cheshire

Sharon Cheshire is the new hall manager at Holkham. Her role is to make sure that the hall runs smoothly, for both the public and for the Earl of Leicester and his family.

**FAMILY** Sharon was born in Gateshead and is married to Jason. They met in the army, when they were stationed in Germany.

**BEST JOB** Sharon says that without a doubt, her best job so far has been the army. During her time in the forces, Sharon's experiences helped her to become the person she is and her army career opened her eyes to the world and the people and places in it. Added to which, she met her husband!

**WORST JOB** Sharon had a Saturday job at a garden centre when she was 13. She was expected to move heavy bags of compost by herself, which was hard, but what made it worse was when rats ran out from the stack of bags. She was paid £5 a day, but got a pay rise to £6 when she was 15.

**MOST EMBARRASSING MOMENT** She said she doesn't embarrass easily and moved on to the next question. However, she was clearly thinking about it, because she suddenly remembered her time at university when she did a range of jobs to pay for her studies. One of these required her to dress up as a turkey and dance for children in a toy shop. She was well paid for doing it, but she definitely cringed a bit at the memory.

**MOST SATISFACTION** She went to Newcastle university as a mature student in her late 20s to get a degree in business administration and law. She funded herself for the four years she was there and derived a lot of satisfaction at succeeding with her studies.

**MOST FAMOUS PERSON MET** Sharon said that Princess Diana was probably one of the nicest people she has met. Sharon also has some tales of what the army gets up to when royalty pays a visit. One time Sharon was asked to climb the trees in the barracks and shake out the 'ugly' leaves – they'd gone brown, The Queen was due, and Sharon's commander decided that the brown leaves had to go!

**BEST PERSONALITY TRAIT** She says she's a pretty easygoing person and can get on with anyone.

**INTERESTS** Sharon is very keen on fly fishing. She took it up with her husband's encouragement and found she loved it. She also really enjoys cooking and possesses two bookcases full of cookery books.

## Parkrun comes to Holkham



Parkrun is a great organisation that organises free weekly timed runs of five kilometres (just over three miles) that anyone can have go at. The runs are open to all – from juniors and first timers to Olympians and octogenarians. They

are non-competitive so that people feel free to run at their own pace.

We now have a local parkrun at Holkham. Come along to the park on a Saturday morning for an

8.50am briefing before the run starts promptly at 9am. To take part in these fun events, you need to register for free at [www.parkrun.org.uk/register](http://www.parkrun.org.uk/register). Then you can take part in the Holkham run, or at any other parkrun event around the globe. You can also join the team of volunteers who help make parkruns so successful.

The parkrun website has lots of information about the organisation, its aims and how to be a part of it, whether as a runner or as a volunteer. A parkrun is a great way to clear your head of the week's problems so that the weekend gets off to a wonderful start.

## What's on locally...

Even though the hall and attractions are closed until 20th March, there are still events to enjoy

### Holkham parkrun

Every Saturday morning in Holkham park. Meet at the main car park. Saturdays at 9am.

### Walking Women

Wells. Meet at Beach Road car park at 10am. Tuesday 5th January.

### Volunteering on the Nature Reserve

Scrub removal and improving wildlife habitats. Meet at Lady Anne's Drive at 10am. Sunday 31st January.

### Walking Women

Wells. Meet at Beach Road car park at 10am. Tuesday 2nd February.

### Volunteering on the Nature Reserve

Help us clean up our shore and benefit our coastal wildlife. Meet at Lady Anne's Drive at 10am. Sunday 21st February.

### Volunteering on the Nature Reserve

Help us to remove scrub from the dunes and improve wildlife habitats. Meet at Lady Anne's Drive at 10am. Sunday 28th February.

### Walking Women

Wells. Meet at Beach Road car park at 10am. Tuesday 1st March.

### Clean for The Queen

Help to prepare to celebrate Her Majesty's 90th birthday by tidying up Wells beach in the morning and

Holkham beach in the afternoon. Wells: meet at Beach Road car park at 10am. Holkham: meet at Lady Anne's Drive at 2pm. Saturday 5th March.

### Easter Fun at Holkham

Easter family fun to be enjoyed. Friday 25th to Monday 28th March.

### Volunteering on the Nature Reserve

Scrub removal and improving wildlife habitats. Meet at Lady Anne's Drive at 10am. Sunday 27th March.

### The Queen's 90th Birthday Beacons

To celebrate Her Majesty's 90th birthday, a beacon will be lit at Holkham. Thursday 21st April

For more information about Holkham events go to [www.holkham.co.uk](http://www.holkham.co.uk)



# Holkham vs Arsenal – a great ‘Go See’ day out!

BY ALAN MILLER, BUSINESS DEVELOPMENT MANAGER

At Holkham we are encouraged to ‘Go See’ companies that demonstrate best practice in business that could benefit the estate. When landscape manager Phillip Oldham approached me about the possibility of visiting Arsenal Football Club to meet their ground staff and talk to them about grass management, I didn’t hesitate to pick up the phone. As an ex-Arsenal goalkeeper, I tapped a few friends and Steve Braddock, the club’s head groundsman, invited us to visit the training ground where there are 13 pitches which replicate the surface at the Emirates stadium, the club’s main ground. So Phillip, Visitor Operations Manager Iain Wolfe and I made the journey to Hertfordshire.

Once at the training grounds, it quickly became clear that the philosophy, high standards and attention to detail initiated by manager Arsene Wenger had changed the club enormously from when I was there. It is apparent that he strives for perfection, but still holds the history and heritage of this great club very close to his heart.

... the thing that blew us away was the quality of the grass pitches – talk about hallowed turf! This wasn’t even the Emirates stadium but the playing surface was like a thick, deep pile, manicured carpet; perfectly flat and stretching away to pitch after pitch. A durable grass surface within the walled garden, which could withstand future weddings, Easter fun and games, outdoor cinema nights, food and drink festivals, plant fairs and Halloween activities is what we aspire to create.  
**IAIN WOLFE,**  
VISITOR OPERATIONS  
MANAGER

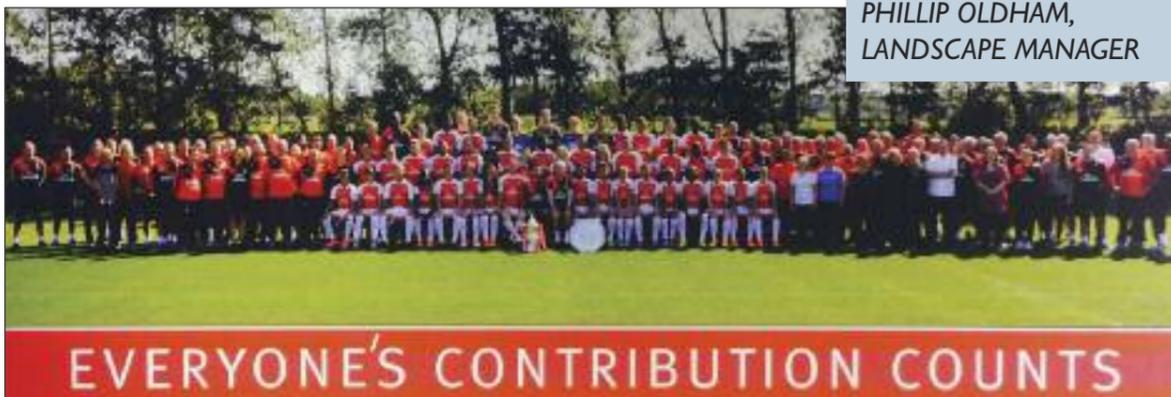
One thing that stood out for me was a large team picture on the wall in the dining room. It showed everyone at the club from cleaning lady to office staff and groundsman up to the manager and directors with the heading ‘Everyone’s contribution counts’. So true and very relevant to us at Holkham.



Phillip, Steve and Iain conduct a pitch inspection!

... to say grass care has moved on from my college days is an understatement! In front of us was about 14 acres of grass without a blade out of place until we walked on it. It was the easiest two hours of talking about grass I have ever done!

**PHILLIP OLDHAM,**  
LANDSCAPE MANAGER



## Meet Hooty!

Hooty the barn owl is our new children’s mascot. You will find him popping up throughout our new farming exhibition ‘Field to Fork’. He will also feature on a new retail range in our exciting new gift shop. Later in the year you will find him being used when we put on our children’s activities.

We held a competition to name him and three winners, drawn from the hat by Lady Leicester, each chose the name Hooty. They were Susan Henderson from Maldon in Essex, Jacob Hill from Norwich and Paul Lewin from Dereham. They win a VIP family Easter day out at Holkham.

## You are invited to our sneak preview for local residents

Come to a sneak preview of Holkham Hall on Saturday 19th March as we prepare to open to the public for our 2016 season on Sunday 20th March.

You will also get a chance to have a look round our new exhibition for 2016, From Homestead to Holkham, celebrating the life of Edward Coke, 7th Earl of Leicester. You can also visit our new café and gift shop and take a look round our new permanent exhibition, ‘From Field to Fork’.

If you live in one of our neighbouring areas – Wells-next-the-Sea, New Holkham, Holkham village, Quarles, Egmore, Warham, Wighton, Burnham Market, Burnham Thorpe, Burnham Norton, Burnham Overy Town and Staithe – you are warmly invited to join us.

Simply cut out this voucher and bring it with you for free entry. The hall will be open from 12noon to 4pm and all the other attractions will be open from 10am to 5pm. Enter through the north gates (off the A149 at The Victoria) and you will be directed to the main visitor entrance by staff. We look forward to seeing you.

**Entry for  
2 adults and up to 3 children to Holkham Hall  
for the Preview Day for local residents on  
Saturday 19th March 2016**

**CUT OUT THIS VOUCHER AND BRING IT WITH YOU**

VALID ONLY ON 19TH MARCH 2016 • NO PHOTOCOPIED VOUCHERS ACCEPTED

## Annual car park pass

Annual car parking passes are available to run from 1st January to 31st December 2016. There is a choice for parking at Holkham or Wells beaches or at the new car park to the north of, and off, Freeman Street, Wells.

Our Combined Annual Car Parking Pass includes both the beaches and parking at Freeman Street, as well as parking in Holkham Park with unlimited standard admission to Holkham Hall, during the visitor season for a family of two adults and up to three children. The attractions are open from 20th March until 31st October 2016.

The rates for the passes are as follows:

- Holkham Beach, Lady Anne’s Drive: £85;
- Wells Beach, Beach Road: £85;
- Freeman Street, Wells (from spring 2016): £50;
- Combined Car Pass (includes admission to Holkham Hall): £150.

To apply for any of the car park passes contact Holkham Estate Office. Tel: 01328 710227 or email: [parking@holkham.co.uk](mailto:parking@holkham.co.uk). You can download an application form from our website, [www.holkham.co.uk/visiting](http://www.holkham.co.uk/visiting)