

History *of* Advertising Trust

Preserving the past | Capturing the present | Inspiring the future



PLANNING A VISIT TO THE HISTORY OF ADVERTISING TRUST ARCHIVE

NOTES FOR STUDENTS AND NON-COMMERCIAL
RESEARCHERS

Address:

12 Raveningham Centre, Raveningham,
NORWICH, NR14 6NU

Tel: 01508 548623

Email: enquiries@hatads.org.uk

Website: www.hatads.org.uk

(Opening Hours: Monday – Friday 9am-5pm).

HOW TO ARRANGE A VISIT

Please email your request to visit HAT Archive to enquiries@hatads.org.uk, describing the subject area you wish to research. Alternatively, telephone us on **01508 548623** to make an appointment. This should be arranged at least one week ahead of your intended visit as search room spaces are limited.

HAT staff will be happy to discuss on the phone the appropriate archive resources available to assist your project and offer advice as required. There is also an outline of HAT's collections on our website.

If a visit has to be cancelled, unless it is an emergency, please try to give at least three working days' notice so that someone else can book your place.

ADMISSION TO THE SEARCH ROOM

*Research visits are free of charge to all private individuals, students and academics.
Commercial/corporate representatives should contact HAT for further details.*

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SERVICE FACILITIES (private research use only)

Photocopying

Colour photocopies: A4 **£1.00 + VAT**

Colour photocopies: A3 **£1.50 + VAT**

Black & White photocopies: A4 **£0.20 + VAT**

Black & White photocopies: A3 **£0.30 + VAT**

Digital (scanned) Images

£18.00 + VAT per image

Digital copies of TV Commercials

£65.00 +VAT per commercial

Note: You will be required to sign a copyright declaration stating that copies are for private research purposes only.

Photography:

Researchers may use personal cameras and other mobile photographic devices in the search room. A **photographic licence** can be obtained for **£10 + VAT**.

Note: The photographic licence includes a copyright declaration stating that the images are for private research purposes only.

Payment for Services:

Following your visit, HAT will send an electronic or paper invoice to researchers for any services used. Payment of invoices can be made by BACS or cheque.

Refreshments

Light refreshments are available from the **ARTisan coffee shop (open Friday-Sunday only)**.

If you are visiting Monday to Thursday, it is recommended that you bring your own packed lunch and soft drinks, or visit the local restaurants and pubs (nearest pub - [2.7 miles](#), or MacDonalds, KFC, Starbucks - [2.3 miles](#)).

Other notes

You will be asked to sign the visitors' book for each visit you make to HAT and agree to HAT's Search Room rules.

Casual clothing is advisable and warm clothing is advised in winter months.

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DIRECTIONS TO HAT ARCHIVE

HAT Archive is situated at the **Raveningham Centre**. (See google maps [here](#))

The postcode for Sat Nav is: **NR14 6NU**

On entering The Raveningham Centre main gate, HAT Archive is the last group of buildings on the right at the far end. There is a large car park and plenty of parking space available.

By car, from the London and the South

From the M25 junction 27, join the M11 heading north. At junction 9 join the A11 to Newmarket, then join the A14 to Bury St Edmunds. Re-join the A11 heading for Norwich. Turn right onto the A47 Norwich by-pass. South of Norwich, take the A146 towards Lowestoft. After 11 miles, just beyond Loddon, and immediately past the Hales Shell petrol station, take the first exit on the roundabout on to the B1136 following the brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about half a mile further. Turn right at the next brown heritage sign, for the Raveningham Centre. Continue along the narrow, winding road, past Raveningham Hall (on your left) for 1.5 miles. Go along the straight road (white cottage and red phone box on the left) followed by a sharp right-hand bend. The Centre is signposted another 200m on the right. Enter the Centre's drive and go straight on. HAT Archive is the last brick building on the right.

By car, from the Midlands

Get on to the A14 eastbound to Bury St Edmunds, then join the A143 towards Great Yarmouth and continue, for approximately 1 hour, until the roundabout junction with the A146. Turn left on to the A146 towards Norwich a short distance until you reach Hales. Turn right on the roundabout to just before the Shell petrol station, following the brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about half a mile further. Turn right at the next brown heritage sign, for the Raveningham Centre. Continue along the narrow, winding road, past Raveningham Hall (on your left) for 1.5 miles. Go along the straight road (white cottage and red phone box on the left) followed by a sharp right-hand bend. The Centre is signposted another 200m on the right. Enter the Centre's drive and go straight on. HAT Archive is the last brick building on the right.

By car, from the North

Make your way to Kings Lynn in west Norfolk, and then take the A47 towards Norwich. This road later forms the Norwich by-pass. Around the south of Norwich take the A146 to Lowestoft. After 11 miles, just beyond Loddon, and immediately past the Hales Shell petrol station, take the first exit on the roundabout on to the B1136 following the brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about half a mile further. Turn right at the next brown heritage sign, for Raveningham Centre. Continue along the narrow, winding road, past Raveningham Hall (on your left) for 1.5 miles. Go along the straight road (white cottage and red phone box on the left) followed by a sharp right-hand bend. The Centre is signposted another 200m on the right. Enter the Centre's drive and go straight on. HAT Archive is the last brick building on the right.

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By Train

The nearest station to the Raveningham Centre is **Beccles**, about 4 miles away, on the London to Lowestoft line via Ipswich.

From London Liverpool Street to Beccles

This is a regular hourly service to/from London.

See: <https://www.greateranglia.co.uk/>

Taxi Services

There is no taxi rank at Beccles but taxis can be pre-booked to meet trains. A trip to the Raveningham Centre costs approximately £8 each way.

Goldline 01502 711611

PJ Taxis 01502 719718

Kim's Kabs 01502 712213

Note: When booking taxis please remember to include the return journey to the station as well.

On entering The Raveningham Centre main gate, HAT Archive is the last group of buildings on the right at the far end.

From London Liverpool Street to Norwich

This is a regular service to/from London. Norwich is approximately 15 miles from the Raveningham Centre. See: <https://www.greateranglia.co.uk/> for details on train times.

From Norwich station you are advised to pre-book a **Goldstar** taxi (01603 700700) to meet the train at Norwich station and travel to The Raveningham Centre. This costs approximately £25-£30 each way.

Note: Other taxis from Norwich station may charge more and may not be familiar with HAT's rural location. When booking taxis please remember to include the return journey to the station as well.

On entering The Raveningham Centre main gate, HAT Archive is the last group of buildings on the right at the far end.

HOW TO GET TO HAT FROM NORWICH

By car

Take the A146 Beccles/Lowestoft road. After 11 miles, just beyond Loddon, and immediately past the Hales Shell petrol station, take the first exit on the roundabout to the B1136 following the brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about half a mile further. Turn right at the next brown heritage sign, for the Raveningham Centre. Continue along the narrow, winding road, past Raveningham Hall and Gardens (on your left) for 1.5 miles. Go along the straight road (white cottage and red phone box on the left) followed by a sharp right-hand bend. The Centre is another 200m on the right-hand side, which is sign-posted. Enter the Centre's

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drive and go straight on. HAT Archive is the last brick building on the right. There is plenty of car parking space.

Bus service from Norwich

Unfortunately, there are no longer any rural bus services which run close to HAT.

However, if you would like to use the bus the **X2, X21 and X22 services** run regularly from Norwich Bus Station to Lowestoft via Hales. HAT is a 40-minute walk from Hales bus stop, but it is recommended that you contact a local taxi firm, (see **Taxi Services** section above), to collect you from Hales bus stop for a 5-minute drive to HAT.

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Please contact the following for more details on busses:

First Buses Norwich: Tel. 0345 646 0707

For a timetable, go to: <https://www.firstbus.co.uk/norfolk-suffolk/routes-and-maps/route-maps> and find the **Interurban Services to & from Norwich** section. The timetable for the X2, X22 & X21 Lowestoft – Beccles – Norwich can be downloaded from here.

Train, from Norwich

The nearest station is **Beccles**, which is on the Lowestoft to Ipswich line. From Norwich you can travel to Lowestoft, then change platforms and go just two stops to Beccles on the Ipswich train.

There is no taxi rank but taxis can be pre-booked to meet trains using Beccles station, (see **Taxi Services** section above).

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Maps:

