HOW TO PLAN A VISIT TO
THE HISTORY OF ADVERTISING TRUST ARCHIVE
NOTES FOR STUDENTS & NON-COMMERCIAL RESEARCHERS

12 Raveningham Centre, Raveningham, NORWICH, NR14 6NU

Tel: 01508 548623  Fax: 01508 548478
Email: enquiries@hatads.org.uk
www.hatads.org.uk

Office hours: Monday – Friday, 9.00am – 5.00pm
Closed Bank Holidays and Christmas

HAT Search Room open: Monday – Thursday, 9.00am – 4.45pm.

HOW TO ARRANGE A VISIT

- Please email your request to visit HAT Archive, describing the subject area you wish to research. The email should include your full name, postal address, telephone number and email address.

- Wait for an email reply from a member of HAT staff asking you to telephone 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 listed on its website.

- If you live more than a three-hour journey away from HAT or cannot visit HAT yourself for any other reason, please phone to ask us about alternative study resources and services available.

- If a visit has to be cancelled, unless it is an emergency, at least three working days notice is required so that someone else can book the researcher’s place. If a researcher fails to attend an appointment without reasonable notice, they may be charged as if they had attended.

ADMISSION

Research visits are free of charge to all with the exception of commercial/corporate organisations.

Commercial/corporate representatives should contact HAT for further details.
**SERVICE FACILITIES**

**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

**TV Commercials**
- Private individuals: £20.00 + VAT per commercial
- Student rate: £5.00 + VAT per commercial

**Digital photography:**
In order to protect copyrights, personal cameras may not be used in the search room.
On request, researchers may use HAT’s own digital camera in order to copy delicate or oversize material that cannot be placed safely on a photocopier. The images will be downloaded by HAT staff onto a CD-ROM for the researcher to take away. There is a charge of £10.00 + VAT for up to a total of 30 images, including the CD-ROM. Before leaving visitors must sign a copyright declaration form stating that the images are for private research usage only.

HAT staff also provides a scanning service to students as follows:
- Low res. (72dpi): £5.00 + VAT
- High res. (300dpi): £7.00 + VAT
- Images copied to CD ROM: £5.00 + VAT

**Methods of Payment for Services:**
Payment can be made by cash, cheque or credit/debit card.
Payments for copying services must be made on the same day as a research visit and a receipted invoice will be raised.

**Refreshments**
It is recommended that you bring your own packed lunch and soft drinks, as the archive is some distance from local shops and pubs (nearest pub 1.5 miles). Tea and coffee can be provided for a voluntary donation.
You may also obtain tea, coffee, cakes, confectionery and ice cream from the East India Trading Crafts Centre, which is part of the Raveningham Centre complex of buildings. (They are currently reviewing their menu.)

**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 (attached).

Casual clothing is advisable, although housecoats are available on request.
HOW TO GET TO HAT ARCHIVE
(Find Raveningham on www.multimap.com)

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. Get on to the A47 Norwich by-pass, then take the A146 towards Lowestoft. Continue eastwards for 14 miles on the A146 just beyond Loddon. Immediately past the Hales BP petrol station take a left-hand turning on to the B1136 where there is a brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about 1 mile further. Follow the next brown heritage sign for Raveningham Centre taking a right hand turn. 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). After this there is a sharp right-hand bend. Go about another 200 metres to the Centre on the right hand side, which is signposted. Enter the centre’s drive and go straight on. HAT Archive is the last brick building in the row 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 to the end of A143, which is at the Stockton roundabout. Turn left on to the A146 towards Norwich a short way until you reach Hales. Turn right to Hales 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 1 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). After this there is a sharp right-hand bend. Go about another 200 metres to the Centre which is sign-posted on the right hand side. Enter the centre’s drive and go straight on. HAT Archive is the last brick building in the row on the right.

By car, from the North

Find 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 turn off for A146 to Lowestoft. Follow the A146 eastwards past Loddon. Immediately past the Hales BP petrol station take a left-hand turning on to the B1136 where there is a brown heritage sign. Go through Hales village then out into open country again, travelling along this road for about 1 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). After this there is a sharp right-hand bend. Go about another 200 metres to the Centre on the right hand side, which is signposted. Enter the centre’s drive and go straight on. HAT Archive is the last brick building in the row on the right.
By train from London Liverpool Street, via Ipswich
The nearest station to the Raveningham Centre is Beccles, on the London to Lowestoft line via Ipswich. There are regular direct trains from London Liverpool Street to Lowestoft, stopping at Beccles and there are regular direct trains for the return journey from Beccles to London. Phone National Rail Enquiry Service 08457 48 49 50 (24 hours) or go to their website www.nationalrail.co.uk.

There is no taxi rank at Beccles but taxis can be pre-booked to meet trains using the Goldline taxi service (01502 711611) or Mark Knights & Sons Ltd taxis (01502 712600). Taxi to Raveningham Centre, costs approximately £7.00 each way.

By train from London Liverpool Street to Norwich
Norwich is about eighteen miles away from the Raveningham Centre. Taxi (Goldstar 01603 700700) to Raveningham Centre costs approximately £18.00 each way. Other taxi firms may charge more.

The nearest station is Beccles, on the Lowestoft to Ipswich line. From Norwich you can travel on the train to Lowestoft, then change platforms and go just two stops to Beccles on the Ipswich train. There is no taxi rank at Beccles but taxis can be pre-booked to meet trains using Goldline taxi service (01502 711611) or Mark Knights & Sons Ltd taxis (01502 712600).

HOW TO GET TO HAT FROM NORWICH

By car
Take the A146 Beccles/Lowestoft road. After 14 miles, just past the Hales Shell petrol station take left-hand turning where there is a brown heritage sign. Travel along this road for 1 mile, follow the next brown sign for Raveningham Centre - right hand turn. Continue along the winding road past Raveningham Hall for 1.5 miles. After a sharp right hand bend go another 300 metres to the Centre on the right hand side, which is sign-posted. One you have turned in through the gate, HAT Archive is the 'E' shaped brick building on the right at the far end. There is plenty of car parking space.

Bus service from Norwich
The X2 bus service runs regularly from Norwich Bus Station to Lowestoft via Loddon (Church Plain). From Loddon take the local 577 Anglia Coach Services bus, asking for the Raveningham Centre (this comes shortly after the Raveningham village sign stop listed in the current timetable). The bus stops at the Raveningham Centre main gate. There is a return service to Loddon. For confirmation of connections and timetables please contact the following:

First Buses Norwich: Tel. 08456 020121
http://www.firstgroup.com/index.php

Anglian Coach Services: Tel. 01502 711109
http://www.angliancoaches.co.uk/

Once inside the Raveningham Centre main gate, continue walking to the far end where HAT is the last “E” shaped building on the right hand side.

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 the Beccles Goldline taxi service. Tel. 01502 711611 in advance.
SUGGESTED LOCAL ACCOMMODATION

Bed & Breakfast, Raveningham
Email: orchardsone@uwclub.net 01508 548322

Sarah Cooke
Farmhouse B & B, Stockton 01508 518301

Saltgate House B & B
www.saltgatehouse.co.uk 01502 710889

Maypole Barn
www.maypolebarnbedandbreakfast.co.uk 01502 679905