

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel

Agenda

Tuesday, 19th November, 2024
at 6.00 pm

in the

**Council Chamber, Town Hall, Saturday
Market Place, King's Lynn and available to
view on [WestNorfolkBC on You Tube](#)**



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200

Friday 8 November 2024

Dear Member

Regeneration and Development Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 19th November, 2024 at 6.00 pm** in the **Town Hall, Saturday Market Place, King's Lynn** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Apologies for absence

To receive any apologies for absence.

2. Minutes (Pages 4 - 10)

To approve the minutes of the previous meeting.

3. Declarations of Interest (Page 11)

Please indicate if there are any interests which should be declared. A declaration of interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

Those declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

4. Urgent Business

To consider any business which, by reason of special circumstances, the

Chair proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

5. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chair of their intention to do so and what items they wish to be heard before a decision on that item is taken.

6. Chair's Correspondence

If any.

7. Cabinet Report - Economic Strategy for West Norfolk (Pages 12 - 21)

8. Tourism Action Plan (Pages 22 - 52)

9. Work Programme and Forward Decision List (Pages 53 - 61)

10. Date of the next meeting

To note that the next meeting of the Regeneration & Development Panel is scheduled to take place on 2nd January 2025 at 6.00pm in the Town Hall.

A Joint Panel Meeting has also been arranged for Tuesday 3 December 2024.

To:

Regeneration and Development Panel: P Beal, S Bearshaw (Chair), R Blunt, A Bubb, Mrs J Collingham, R Colwell, C J Crofts, S Everett (Vice-Chair), P Hodson, S Lintern, J Osborne and J Ratcliffe

Portfolio Holders:

Councillor Ring – Cabinet Member for Business and Culture

Officers

Duncan Hall – Assistant Director

Jemma Curtis – Regeneration Programmes Manager

Phillip Eke – Senior Tourism Officer

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

REGENERATION AND DEVELOPMENT PANEL

Minutes from the Meeting of the Regeneration and Development Panel held on Tuesday, 15th October, 2024 at 6.00 pm in the Town Hall, Saturday Market Place, King's Lynn

PRESENT: Councillors Bearshaw (Chair), Beal, Blunt, Collingham, Colwell, Crofts, Everett (Vice Chair), Hodson, Lintern, Osborne and Ratcliffe.

PORTFOLIO HOLDERS:

Councillor Beales – Leader of the Council
Councillor de Whalley – Portfolio Holder for Climate Change and Biodiversity
Councillor Moriarty – Portfolio Holder for Planning and Licensing
Councillor Ring – Portfolio Holder for Business and Culture

MEMBERS PRESENT UNDER STANDING ORDER 34:

Councillor Ryves

OFFICERS:

Kate Blakemore – Chief Executive
Oliver Judges – Executive Director
Duncan Hall – Assistant Director
Jemma Curtis – Regeneration Programmes Manager
Hannah Wood Handy – Planning Control Manager
Amanda Driver – CIL Officer
Nikki Patton – Housing Services Manager

BY INVITATION:

Roberta Willner – Norfolk County Council

RD43: **APOLOGIES FOR ABSENCE**

An apology for absence was received from Councillor Bubb.

RD44: **MINUTES**

RESOLVED: The minutes from the previous meeting were agreed as a correct record and signed by the Chair.

RD45: **DECLARATIONS OF INTEREST**

There was none.

RD46: **URGENT BUSINESS**

There was none.

RD47: **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillor Ryves.

RD48: **CHAIR'S CORRESPONDENCE**

There was none.

RD49: **CABINET REPORT - NORFOLK ECONOMIC STRATEGY**

[Click here to view the recording of this item on You Tube.](#)

Roberta Willner, Head of Economic Development at Norfolk County Council presented the Strategy and explained that the purpose of it was to provide an updated Economic Growth Plan for Norfolk which could assist in prioritising investment. The Strategy had been worked up in conjunction with the West Norfolk Economic Strategy and a series of workshops had taken place to seek the views of Stakeholders.

Information was provided on the key pillars, which included a placemaking and community pillar and also addressed cross cutting themes. Information was also provided on the challenges faced in the County which included connectivity, rural areas, deprivation and skills, but it was also noted that there were positives which could be built on such as key assets which could create economic growth.

The Panel was provided with detail of the engagement and consultation which had taken place and how the Strategy would align with other plans and strategies being produced.

It was hoped that the Strategy would be finalised in December 2024.

The Chair thanked the Head of Economic Development for the report and was pleased to see that the Strategy aligned with other plans and strategies. The Chair invited questions and comments from the Panel, as summarised below.

The Assistant Director thanked Roberta Willner for attending the Panel meeting to present the Strategy and informed the Panel that the Borough Council had been engaged in the consultation and workshop activities.

Councillor Ryves addressed the Panel under Standing Order 34 and commented that the needs of rural areas and communities needed to be considered. He referred to the amount of rural land that had been used for solar farms and how the communities that were impacted by these did not see a benefit. Roberta Willner explained that

decarbonisation and sustainability was included in the Strategy as a cross cutting theme, including supporting the expansion of offshore wind farms. It was also explained that the Placemaking and Community pillar would address issues faced by rural communities.

The Panels attention was drawn to the infrastructure section of the Strategy which proposed the creation of an energy action plan which would deal with how Norfolk could take advantage of renewable energy produced and would include lobbying energy providers.

Councillor Blunt commented that the area surrounding the Walpole Sub Station was dominated by solar farms and it was disappointing that local people did not get any benefit from them. He was interested to see what actions would be included in the energy action plan.

Roberta Willner agreed to come back to the Panel at a future date to provide information on the Energy Action Plan, including the consultation process and lobbying work.

The Planning Control Manager provided the Panel with information on what the Council had to do, as a Coastal Authority, in relation to offshore wind farms, which included making representation on the impact of solar farms on local communities. It was noted that there would be a process to follow throughout the Grimsby to Walpole Scheme.

The Leader of the Council reminded those present that a pre-council briefing had been scheduled to update Members on the Grimsby to Walpole Scheme, and he encouraged Members to attend.

The Leader of the Council thanked the Panel for their comments and highlighted that if proposals were introduced to allow the retention of business rates on renewable energy, this would give some wider benefit to the Community.

Roberta Willner agreed to pass on the comments made by the Panel in relation to renewable energy to Norfolk County Council colleagues.

The Portfolio Holder for Biodiversity and Climate Change commented that the Strategy should include opportunities for Rail improvements and Roberta Willner explained that this was included in the Placemaking section.

Councillor Ryves addressed the Panel under Standing Order 34 and commented that the Strategy should include a Railway Station serving the A10 growth corridor. The Chair explained that the Regeneration and Development Panel had established a Transport and Infrastructure Informal Working Group, which had met prior to this meeting and was working with Norfolk County Council colleagues. He explained that a feasibility study on new Rail locations in the County was being undertaken and locations within the Borough were being considered.

Councillor Blunt commented that tourism was crucial to the area and should not be underplayed within the Strategy. Roberta Willner explained that this was included in one of the priority areas and detail was included on the visitor economy, culture and heritage. She welcomed further suggestions from the Panel on how wording could be strengthened if required.

RESOLVED: The Regeneration and Development Panels supported the recommendations to Cabinet, as set out below.

BCKLWN to endorse the draft Norfolk Economic Strategy, which will also be known as the 'Local Growth Plan' for Norfolk, subject to any amendments suggested by Cabinet.

RD50: **CABINET REPORT - CIL APPLICATIONS OVER £50K**

[Click here to view the recording of this item on You Tube.](#)

The Planning Control Manager presented the report which presented the CIL applications over £50k which required Cabinet approval under the CIL Governance Framework. Details of the applications that were over £50k were included in the Agenda.

The Chair thanked the Planning Control Manager for the presentation and invited questions and comments from the Panel, as summarised below.

Councillor Crofts referred to the Outwell application and explained that the railings were in poor state of repair and no organisation had taken ownership of them. The Parish Council would take responsibility for the railings if funding was awarded and this was important for the safety of users of the area. He supported the application for CIL funding.

Councillor Colwell referred to the application for the MUGA at North Creake which was aimed at older children. He asked how many children would benefit from it and the CIL Officer explained that the application stated that it would benefit the wider community and it was noted that the scoring criteria was not based on merit.

Councillor Ratcliffe commented that it was pleasing to see so many communities benefitting from CIL funding.

In response to a question from Councillor Collingham, the CIL Officer explained that the CIL Governance Arrangements were reviewed on an annual basis. The Portfolio Holder for Development and Licensing reassured the Panel that any proposals made as part of the Annual Review would be presented to the Panel for consideration.

Councillor Crofts commented that he supported the application for Emneth as it was a well-used playing field.

RESOLVED: The Panel supported the recommendations to Cabinet, as set out below.

Cabinet are invited to consider and approve the funding for applications for CIL Infrastructure Funding.

RD51: **CABINET REPORT - HUNSTANTON BUS STATION LIBRARY DEVELOPMENT**

[Click here to view the recording of this item on You Tube.](#)

The Housing Services Manager presented the report which set out proposals for the Borough Council to deliver 21-24 affordable housing units as well as a library on behalf of Norfolk County Council on the Hunstanton Bus Station site alongside the NCC transport interchange improvements.

The Chair thanked the Housing Services Manager for the report and invited questions and comments from the Panel, as summarised below.

Councillor Beal asked for information on the proposed travel hub and it was explained that this would include a refurbishment of the existing facilities at the bus station including updating the bus loop and adaptations and improvements to the bus shelters, toilets, charging and bicycle storage facilities.

In response to a further question from Councillor Beal it was explained that the installation of a Changing Places Toilet was a welcome part of the scheme as it was a fully accessible facility. Councillor Colwell welcomed the proposals for this as currently there was only one facility in the whole of West Norfolk. It was noted that there were plans for further facilities to be provided across the Borough in the near future. With regards to maintenance and operation of the facilities, the Regeneration Programmes Manager agreed to provide clarification to the Panel.

Councillor Beal referred to the flats to be provided and officers clarified that they would all be let as affordable housing and the Housing Services Manager explained that with regard to local need, this would be looked at on a Borough wide basis and would be based on need.

The Vice Chair, Councillor Everett asked which Registered Social Landlord would manage the properties and it was explained that a further report would be taken through the decision making process to determine this.

The Leader of the Council commented that he was delighted that this stalled site was now being taken forward in partnership with Norfolk County Council and highlighted the Councils good track record in delivering affordable homes.

RESOLVED: The Regeneration and Development Panel support the recommendations to Cabinet, as set out below.

It is recommended that Cabinet resolves:

1. A housing scheme of 21-24 affordable housing units at the Bus Station Site in Hunstanton plus a library in partnership with Norfolk County Council and in consort with the NCC Transport Interchange Scheme (the "Hunstanton Bus Station Proposed Housing Scheme") shall be designed and costed up to RIBA Stage 4 with an approved budget of £250,000
2. The Bus Station Site in Hunstanton is deemed a strategic site for affordable housing deliver.

Recommendations to Full Council:

3. The Capital Programme be amended to include Hunstanton Bus Station Proposed Housing Scheme based on the initial cost estimate of £4m to be funded from affordable housing funding held and ringfenced by the Council of £2.2m and internal borrowing against the capital receipts from the eventual sale of the affordable housing units estimated to be £1.8m

RD52: **LONG TERM PLAN FOR TOWNS UPDATE**

[Click here to view the recording of this item on You Tube.](#)

The Regeneration Programmes Manager presented results from the consultation and engagement findings on the Long Term Plan for Towns and information on how the feedback would be used to inform future funding opportunities. A copy of the presentation is attached.

It was explained that updated guidance from Government was awaited on programmes that could be taken forward and the information gleaned from the Long Term Plan for Towns Consultation was invaluable in ensuring that the Borough was ready to be involved in future schemes and funding opportunities.

The Chair thanked the Regeneration Programmes Manager for the presentation, stated he was pleased with the level of engagement achieved and invited questions and comments from the Panel, as summarised below.

The Portfolio Holder for Business and Culture commented that although it was frustrating that this project had been paused by the new Government, he was hopeful that other projects would come in its

place. He also commented that the evidence and findings from the consultation and engagement was invaluable to the Borough.

Councillor Colwell was please with the level of engagement and referred to the comments relating to travel. He commented that he had lobbied for improved cycle ways within his Ward. The Regeneration Programmes Manager explained that the Tennyson Avenue Cycleway was now included as a priority within the Local Cycling and Walking Infrastructure Plan and she agreed to provide an update on the status of the Gaywood Cycleway.

It was suggested that the Panel receive an update on the Active Travel Plan at a future meeting.

RESOLVED: The Panel noted the update.

RD53: **WORK PROGRAMME AND FORWARD DECISION LIST**

Councillor Ryves suggested an update on car parking charges and was advised that the Draft Car Parking Strategy was scheduled to be presented to the next meeting of the Panel.

The Chair explained that he would also schedule in the opportunity for the Panel to have a session on work programming at a future meeting.

RESOLVED: The Panel's Work Programme and Cabinet Forward Decisions List was noted.

RD54: **DATE OF THE NEXT MEETING**

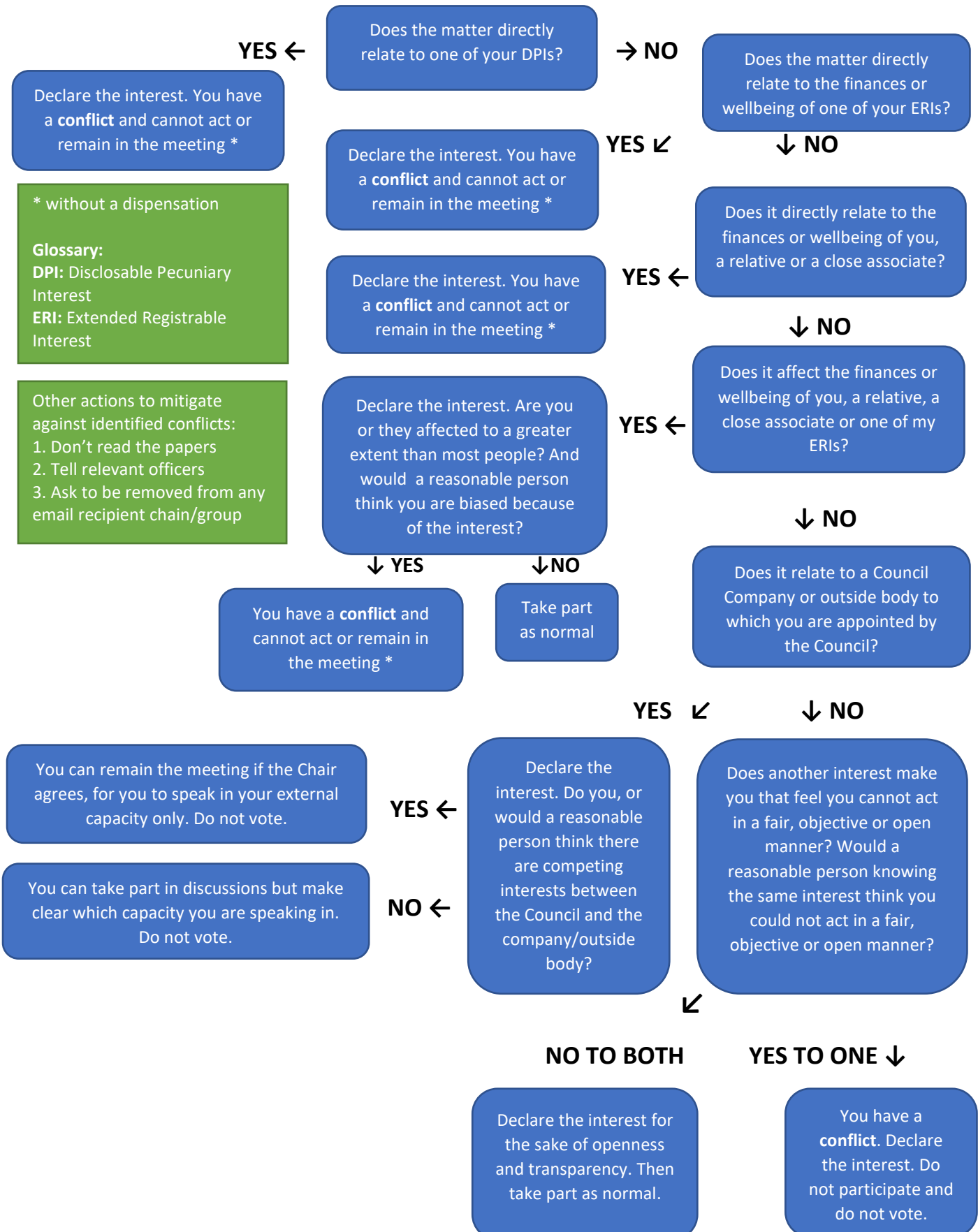
The next meeting of the Regeneration and Development Panel was scheduled to take place on 19th November 2024 at 6.00pm in the Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 7.15 pm

DECLARING AN INTEREST AND MANAGING ANY CONFLICTS FLOWCHART



START



Declare the interest. You have a **conflict** and cannot act or remain in the meeting *

* without a dispensation

Glossary:

DPI: Disclosable Pecuniary Interest

ERI: Extended Registrable Interest

Other actions to mitigate against identified conflicts:

1. Don't read the papers
2. Tell relevant officers
3. Ask to be removed from any email recipient chain/group

YES ←

→ NO

YES ↙

↓ NO

YES ←

↓ NO

YES ←

↓ NO

↓ YES

↓ NO

YES ↙

↓ NO

YES ←

NO ←

↙

NO TO BOTH

YES TO ONE ↓

Agenda Item 7

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	19 th November 2024		
TITLE:	West Norfolk Economic Strategy		
TYPE OF REPORT:	Cabinet Report		
PORTFOLIO(S):	Councillor Ring		
REPORT AUTHOR:	Duncan Hall		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
This report presents the West Norfolk Economic Strategy and revised King's Lynn Town Board Vision and Priorities for Cabinet's endorsement.
KEY ISSUES:
Members are directed to the attached Cabinet report for full details of the key issues.
OPTIONS CONSIDERED:
Members are directed to the attached Cabinet report for full details of the options.
RECOMMENDATIONS:
The Panel are requested to consider the report and make any appropriate recommendations to Cabinet.
REASONS FOR RECOMMENDATIONS:
To scrutinise recommendations being made for an executive decision.

REPORT TO CABINET

Open		Would any decisions proposed :			
Any especially affected Wards	Mandatory/	Be entirely within Cabinet’s powers to decide		YES/NO	
	Discretionary /	Need to be recommendations to Council		YES/NO	
	Operational	Is it a Key Decision		YES/NO	
Lead Member: Cllr Simon Ring E-mail: cllr.simon.ring@west-norfolk.gov.uk		Other Cabinet Members consulted: Cabinet			
		Other Members consulted: R&D Panel			
Lead Officer: Duncan Hall E-mail: Duncan.hall@west-norfolk.gov.uk Direct Dial:		Other Officers consulted: Senior Management Team, Planning Policy, Corporate Policy,			
Financial Implications YES/NO	Policy/ Personnel Implications YES/NO	Statutory Implications YES/NO	Equal Impact Assessment YES/NO If YES: Pre-screening/ Full Assessment	Risk Management Implications YES/NO	Environmental Considerations YES/NO

Date of meeting: 10 December 2024

WEST NORFOLK ECONOMIC STRATEGY

Summary

This report outlines the development and recommended adoption of the Economic Strategy for West Norfolk. The strategy describes where we want to be in 2045 and our strategic priorities for achieving this vision, building on where we are today. It is accompanied by a detailed Action Plan, setting out specific actions to take to realise the vision.

Changes at a national and regional level, with the government’s integration of Enterprise Partnerships into upper tier authorities and the proposals for Devolution in Norfolk, requires a strong economic policy for the district to set out our vision and priorities for investment to sustain and support economic growth.

The new strategy has been developed during 2024, involving detailed data analysis, evidence gathering and engagement with residents, businesses, stakeholders and partners. The resultant strategy sets out the long-term vision for the Borough to be ‘a model for sustainable, active and inclusive rural communities, where the benefits of economic growth are shared widely, and natural and cultural heritage is preserved, enhanced and celebrated for future generations’.

Recommendation

Cabinet is recommended to:

1. Endorse the West Norfolk Economic Strategy (appendix 1)
2. Endorse the revised King’s Lynn Town Board vision and priorities as detailed in section 4.

Reason for Decision

To ensure West Norfolk is in a strong policy position, supported by a robust evidence base to enable the delivery of the new Corporate Strategy objectives. The adoption of an Economic Strategy will determine the priorities for investment and support the

ability to secure investment for economic growth in West Norfolk.

1. Background

- 1.1. The functional economic sub region of King's Lynn, which covers the western part of Norfolk as well as parts of northern Cambridgeshire and southern Lincolnshire, has a population in excess of 200,000. An Economic Strategy is a crucial policy and statement of intent focusing on the opportunities and priorities that will be pursued to deliver growth and realise the economic potential of the borough.
- 1.2. The previous, now outdated West Norfolk Strategic Economic and Infrastructure Investment Plan covered the period 2016 to 2020. This policy sat alongside a wider Norfolk & Suffolk Economic Strategy set out by New Anglia Local Enterprise Partnership, whom for the last 10 years have taken a lead strategic role identifying the strategy, priorities and investment for economic growth in the region. Specific place-based strategies have also been developed at a local level in response to government initiatives including the [King's Lynn Town Investment Plan](#) and [UKSPF West Norfolk Investment Plan](#).
- 1.3. With the ending of core funding from central government for Local Enterprise Partnerships in April 2024, a strong replacement policy and partnership working will be essential to maximising the economic drivers of the area and deliver the priorities.
- 1.4. Following the election of the new Labour government in July 2024, the intention is that areas set out Local Growth Plans to detail how they will work with the private sector, education providers and trade bodies in their area to set a plan for growth that aligns with a national industrial strategy. The West Norfolk Economic Strategy (WNES) has therefore been developed in line with what is expected to be required by central government and to place the borough in a strong position to respond to investment opportunities to deliver growth based in line with the strategy.
- 1.5. Consideration to economic growth needs to be progressed alongside other aspects of the borough's development including land use planning, education and skills, transport, services and the environment. The Local Development Framework's Core Strategy provides the planning framework within which the growth aspirations sit and the development of this strategy will provide a robust basis for informing the next reiteration of the Local Plan.

2. Approach to developing an Economic Strategy

- 2.1. The Borough needs a compelling economic story, which draws together the opportunities which are clearly present to position its vital economic role within Norfolk and the broader region. Fundamental is the unifying vision which captures the breadth and strengths of the Borough and its different economic and population characteristics and provides an agreed position on what we want to collectively achieve that can tie together and inform future project decisions and investment planning over the long-term.
- 2.2. The key objective for the Economic Strategy is to sustain our current economic strengths and deliver a step change in the economic performance of the area by prioritising investment activity that will improve productivity and gross value added (GVA) in the Borough. The strategy has therefore identified the challenges and opportunities to investment including access, infrastructure and targeted business

support; making best use of public funding and assets and encouraging and stimulating private sector investment; and increasing employment through workforce development, raising skills and the levels of qualifications.

- 2.3. The strategy has been developed with extensive data research from Norfolk Office of Data Analysis (NODA) which sets out the existing performance of the borough against a range of metrics and trend data (as detailed in the State of the Capitals Appendix 2).
- 2.4. In addition, a range of consultation and engagement with residents, businesses and stakeholders informed the strategy development through surveys, targeted workshops and focus groups. This informed the development of the draft strategy which was subject to public consultation on September 2024. As a result of the consultation, the WNES (appendix 1) was updated to incorporate feedback where appropriate.
- 2.5. The final WNES sets out 5 priorities for a vibrant economy;
 - Thriving Towns that are destinations for both residents and tourists.
 - Access to education and good work, at all phases of life.
 - Specialised argi-food, engineering, manufacturing and visitor economy with productive jobs and businesses that are a reason to stay in the area, relocate to it and invest in it.
 - Proactive, efficient and sustainable management of our natural resources.
 - Happy, healthy people living in connected inclusive communities with access to housing, health services, social and leisure facilities.
- 2.6. The recommendation to endorse the WNES is the first stage of the process and will inform the next stage to develop an Investment Plan which will determine the priorities for funding for the Borough, for the Council and partners. This will inform future resource planning and project pipeline priorities for the Council and other strategic partners.

3. Norfolk Economic Strategy

- 3.1. In parallel with the development of the WNES, Norfolk County Council has prepared the Norfolk Economic Strategy (Local Growth Plan). The draft strategy was presented to Cabinet for endorsement at its meeting on 17 October 2024. The Cabinet endorsed the strategy subject to some suggested additions and amendments which was fed back to Norfolk County Council. The final Norfolk Economic Strategy is being presented to their Cabinet for adoption, also on 10 December 2024. An update will be provided to Cabinet on the amendments to the Norfolk Economic Strategy at the cabinet meeting.

4. King's Lynn Priorities

- 4.1. During the development of the WNES, the King's Lynn Town Board completed further targeted consultation on the vision and priorities specifically for King's Lynn. Over 1,100 people took part in the consultation either in the survey, or at an event, or through another activity. This included 517 people participating in a survey.
- 4.2. Utilising this extensive consultation, the Town Board has revised its vision and priorities for the town, which replaces those set out in the Town Investment Plan (2021);

Vision: 'In 2035 King's Lynn will be a vibrant and inclusive town for everyone, with a flourishing mixed-use town centre and more people living, working and visiting. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. There will be abundant recreational spaces, experiences, and cultural attractions, for people of all ages.'

Priorities:

1. **Improve town centre attractiveness and cultural experience** – Redevelop and enhance key assets including heritage buildings and architecture around the town centre and quayside. Incorporate greenery, wayfinding and public realm enhancements, to improve the overall attractiveness and liveability for both residents and visitors.
2. **Create a successful, modern, mixed-use town centre** which offers a diverse range of reasons to be there, including leisure, residential, offices, cultural offerings, as well as traditional shopping. Transform our high street by repurposing and redeveloping vacant and underused buildings and neglected areas, such as the south end of the high street. Increase opportunities to live and work in and around the town centre, while ensuring sustainable development that respects King's Lynn's heritage.
3. **Enhance connectivity and accessibility** – Reduce congestion and enhance mobility by bringing about a bold modal shift towards active travel and public transport, making bus routes more frequent and better connected to our rural hinterland, and expanding and greening cycling and pedestrian pathways to encourage sustainable travel choices, support healthier lives and progression towards net zero.
4. **Improve safety, security and community wellbeing** – Address concerns of anti-social behaviour and crime in problem areas, particularly around the bus station and the Walks. Invest in facilities and programmes that provide alternative activities and opportunities for young people to make positive social and economic contributions to the town. Support community and voluntary groups in their events and initiatives to reduce health inequalities and promote wellbeing for all residents, contributing to our vision of becoming a 'Marmot Place'.
5. **Raise young people's aspirations and support business and skills growth** – Make King's Lynn a hub for starting and growing businesses by repurposing vacant buildings for commercial use, enhancing digital connectivity, providing support networks, and fostering collaboration to nurture entrepreneurship both in King's Lynn Enterprise Park and the broader local economy. Boost the local talent pool through employment and skills programmes for residents, linked to opportunities in local sectors.

4.3 The revised vision and priorities for King's Lynn provide a further place-based level of detail to guide specific targeted investment in the Borough's principal town, King's Lynn. This is in line with the overall WNES priority specifically for 'Thriving Towns.' These priorities will guide future investment decisions in particular with the revised Long Term Plan for Towns programme planned to be continued by the new government.

5. Financial Implications

5.1 At this stage, there are no financial implications. The Investment Plan will be presented to cabinet in early 2025 which will set out the project pipeline and resources required to support the development and delivery of the economic strategy so the Council is best placed to respond to opportunities to secure investment to achieve the desired ambitions and outcomes for West Norfolk.

6. Policy Implications

6.1 The Economic Strategy is aligned with the Corporate Strategy under the priority to;

‘Promote growth and prosperity to benefit west Norfolk To create job opportunities and attract investment by supporting economic growth and developing skills to support local businesses. To encourage housing development and associated infrastructure that meets local need. Promote west Norfolk as a destination.’

6.2 The WNES will also be the core policy in which other sector specific and spatial plans will be developed from including;

- Local Plan
- King’s Lynn Cultural & Heritage Strategy
- King’s Lynn Transport Strategy
- King’s Lynn & Hunstanton Car parking strategy
- West Norfolk Tourism Development Plan 2022-26
- West Norfolk Housing Needs Assessment

6.3 The evidence gathered and priorities will support the work of the Marmot Place that is currently being initiated.

7 Personnel Implications

None

8 Environmental Considerations

8.1 Clean growth will be an important theme to be explored in the development of the Economic Strategy to ensure West Norfolk has the appropriate skills, support and infrastructure to meet Net Zero targets and address the declared Climate Emergency.

9 Statutory Considerations

None

10 Equality Impact Assessment (EIA)

Provided in Appendix 3.

11 Risk Management Implications

Risk	Risk Implications and Mitigation	Level of Risk
Stakeholder Support	<p>Risk Stakeholders do not support the priorities identified in the Economic Strategy.</p> <p>Consequences Economic Strategy does not reflect the needs of the local area due to lack of stakeholder support.</p> <p>Mitigation Development of the strategy has been built on deep</p>	Low

	and extensive engagement throughout the preparation of the strategy, concluding with a formal consultation on the draft strategy in September 2024 which indicated support for the priorities identified in the strategy.	
External Funding	<p>Risk Funding to support the delivery of the actions identified in the WNES through Devolution and central government do not prevail.</p> <p>Consequences Ability to sustain and achieve economic growth in west Norfolk will be undermined.</p> <p>Mitigation The strategy action plan sets out the role of a range of public bodies and the private sector to support the delivery of the strategy. While there will be an lesser impact that can be made, strength in partnership working and engagement with the private sector will ensure all opportunities are maximized to enable economic growth.</p>	Medium
Staff delivery	<p>Risk Insufficient staff capacity to progress the next stage of implementation of the strategy.</p> <p>Consequences Insufficient staff and expertise will impact on the ability to respond robustly to future investment opportunities, resulting in lost opportunities to deliver economic growth to West Norfolk.</p> <p>Mitigation Review of the existing Regeneration & Economic Development Team to determine level of resource and expertise required to achieve the ambitions in the strategy.</p>	High

12. Declarations of Interest / Dispensations Granted

N/A

APPENDICES

Appendix 1: West Norfolk Economic Strategy (final)

Appendix 2: State of the Capitals (final)

Appendix 3: Equality Impact Assessment

Pre-Screening Equality Impact Assessment

Borough Council of
**King's Lynn &
West Norfolk**



Name of policy/service/function	West Norfolk Economic Strategy				
Is this a new or existing policy/service/function?	New				
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service is rigidly constrained by statutory obligations					
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups according to their different protected characteristic, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>		Positive	Negative	Neutral	Unsure
	Age	✓			
	Disability			✓	
	Gender			✓	
	Gender Re-assignment			✓	
	Marriage/civil partnership			✓	
	Pregnancy & maternity			✓	
	Race			✓	
	Religion or belief			✓	
	Sexual orientation			✓	
	Other (eg low income, unemployed)	✓			

Question	Answer	Comments
<p>2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?</p>	No	
<p>3. Could this policy/service be perceived as impacting on communities differently?</p>	Yes	<p>The purpose of the strategy is to improve the socio economic performance and opportunities of communities, particularly those which have significant inequalities and need challenges addressing that will support economic growth and improve productivity.</p>
<p>4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?</p>	Yes	<p>.The Economic Strategy will seek to identify the interventions need to improve the economic prosperity, employment and training opportunities for residents and businesses.</p>
<p>5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</p> <p>If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	No	<p>Actions:</p>
		<p>Actions agreed by EWG member:</p> <p>.....</p>
<p>If 'yes' to questions 2 - 4 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary:</p> <p>Decision agreed by EWG member:</p>		
<p>Assessment completed by:</p> <p>Name</p>	<p>Jemma Curtis</p>	
<p>Job title</p>	<p>Regeneration Programmes Manager</p>	
<p>Date</p>	<p>24th October 2024</p>	

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	19 th November 2024		
TITLE:	Tourism Informal Working Group Action Plan		
TYPE OF REPORT:	Monitoring		
PORTFOLIO(S):	Councillor Simon Ring		
REPORT AUTHOR:	Phillip Eke		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes/ <u>No</u>

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
<p>The report for the <i>Tourism Informal Working Group Action Plan</i> details the work conducted in 2023 across six Informal Working Group meetings and, more importantly, the actions that resulted from all of those tourism-related meetings (and the updated progress thus far in completing those actions).</p>
KEY ISSUES:
<p>There are 34 detailed key issues highlighted from page #4 of the submitted report, and these focus on six strategic aims highlighted as areas of work for the Tourism department:</p> <ul style="list-style-type: none"> • Support for Employment & Training within the Tourism Industry. • Sustainable Tourism and Environmental concerns. • Infrastructure – travel, connectivity and parking issues. • Visitor Accessibility – across all visitor needs and the desire to link the area up into accessible pathways and tourism campaigns. • Innovation & Digitisation – support for emerging tech and highlighting innovation in the local tourism industry. • Experiential Tourism & Developing the Cultural Product – encouraging businesses to create bookable visitor experiences and to support the cultural product across west Norfolk.
OPTIONS CONSIDERED:
<ol style="list-style-type: none"> 1. Formal agreement and recognition by the Regeneration and Development Panel that the Tourism Informal Working Group Action Plan is a working plan of practical actions which should be supported by the BCKLWN. 2. The Regeneration and Development Panel to consider an alternative process of working towards aims laid out by the tourism industry, which could mean a further commission of services from external business and local government engagement organisations, perhaps linked to the Local Government Association body.
RECOMMENDATIONS:
<ol style="list-style-type: none"> 1: The Tourism Informal Working Group Action Plan should be formally agreed and recognised by the Regeneration and Development Panel as a working plan of practical actions and work towards solutions of issues identified in recent times by the local tourism industry. 2. The Tourism Informal Working Group be disbanded as it has now concluded its work.

REASONS FOR RECOMMENDATIONS:

The action plan is a working document of practical actions and solutions to help both the Tourism department and tourism industry stakeholders achieve priorities and solutions to issues which have been identified in recent times by the west Norfolk tourism industry.



East of England | Talent
Local Government Association | Bank

²⁵ Action Plan

West Norfolk Tourism Development Plan 22-26

Borough Council of King's Lynn & West Norfolk

Heidi Bellamy

Final Report from Tourism Informal Working Group Sessions

Minor updates from Phil Eke / BCKLWN Tourism Department, August 2024

Background

A Tourism Informal Working Group (TIWG) was established in November 2022 to allow a thorough investigation of Tourism issues affecting the Borough and with the intention of developing a high-level policy and action plan.

It was agreed that the TIWG would be facilitated by an independent expert from the East of England Local Government Association Talent Bank¹ to allow all members to get involved in workshop sessions.

The actions detailed below have arisen from a series of workshops facilitated by Heidi Bellamy with the TIWG aligning to the six priorities in the [West Norfolk Tourism Development Plan 22-26](#). The initial themes covered were as follows:

- **Employment & Training**
- **Sustainable Tourism**
- **Infrastructure – travel, connectivity and parking**
- **Visitor Accessibility**

Following the May 2023 election, there was a pause in the work and a change in membership of the TIWG. To inform the new panel members of the work already undertaken, an update was given on the background to the work of the group, themes covered and actions arising. A further two sessions followed to explore:

- **Innovation & Digitisation**
- **Experiential Tourism & Developing the Cultural Product**

The evolving action plan would now benefit from being further refined by officers to provide clarity regarding the impact, delivery responsibility, timescale and resource implications. In particular whether activities might be directly supported by the council, through convening stakeholders, collaboration and partnership working, using existing assets and/or funding, securing input and investment from others, new fund applications etc. Also, there have been some 'quick wins' arising from the sessions meaning that some actions have already been delivered or are under development.

¹ The **East of England LGA Talent Bank** provides access to a shared pool of high quality associates in areas we know are a priority. It provides a quick and easy way to access additional capacity and expertise when you need it. Find out more at www.eelga.gov.uk/talent-bank

Given the change in political leadership over the timeframe the entire plan, which has arisen from across the 6 thematic sessions, will then need to be brought back to TIWG so that Elected members can review it and prioritise what they would like to recommend to the Regeneration & Development Panel.

Organisational buy-in will be imperative if the actions within this plan are to progress, as there is limited capacity within the tourism team and some of the suggested actions are outside their area of expertise. It is therefore recommended that a broader group of officers are involved from across other relevant directorates in the delivery responsibility and resourcing and that activities are embedded into Directorate plans.

See Appendix 2 for details of the guests and officers attending each thematic session.

			<i>in KL</i>									
Visitor Accessibility												
VA 1: <i>Align with gov plans for accessible tourism</i>												
VA 2: <i>Create a dedicated Accessibility section on www.visitwestnorfolk.com</i>	<i>Finish production of new access section</i>	<i>Finish production of new access section</i>	<i>Promote new VWN Accessible section</i>									
VA 3: <i>Encourage businesses to become more accessible</i>		<i>Promote new VWN Accessible section</i>										
VA 4: <i>Grow west Norfolk presence on AccessAble platform</i>		<i>Integrate such a platform with new VWN Accessible section</i>										
VA 5: <i>Promote existing disability awareness training to businesses</i>		<i>Engage with accessibility org stakeholders</i>										
VA 6: <i>Co-ordinate approach to Changing Places Toilets</i>		<i>Accessible facilities installed in Downham Market Town Centre</i>	<i>Changing Places facility installations in WN</i>	<i>Changing Places facility installations in WN</i>								
VA 7: <i>Progress other measures for increasing accessible landscapes and paths</i>		<i>Engage with disability org stakeholders</i>										
Innovation and Digitisation												
I&D 1: <i>Consider free wifi provision in KL town centre</i>		<i>LTPT Survey results? Research tech needed and costs</i>										
I&D 2: <i>Utilise digital totems in towns to promote tourism</i>	<i>KL Train Station totem installed - more to be installed</i>											
I&D 3: <i>Explore using VR</i>				<i>Guildhall Project to</i>								

and AR for tourism/heritage content				investigate AR or VR interpretation								
I&D 4: Promote ongoing digital support for tourism businesses	WNTF Business Event '24	Go Digital / Growth HUB Courses	Digital Support-themed e-shots	Go Digital / Growth HUB Courses	WNTF Business Event '25	Go Digital / Growth HUB Courses			WNTF Business Event '26	Digital Support Themed e-shots		
Experiential Tourism and Developing the Cultural Product												
ET & DCP 1: Enhance maritime content and promote KL as weekend heritage destination		Continue Production of Norfolk Coast Myths & Legends	Finish Production of Norfolk Coast M&L	Launch Event for NCM&L	Paid promotions of NCM&L				Paid promotions of NCM&L			
ET & DCP 2: Grow and promote Explore West Norfolk platform	Add new KLWW Pilgrim Trail to EWN	Add new trails to EWN	Paid promotions of EWN	Paid promotions of EWN			Paid promotions of EWN				Paid promotions of EWN	
ET & DCP 3: Support dev of interactive light and projection based installations (esp. out of season)			Input to West Norfolk Culture & Heritage Strategy	Input need in WN Cultural Strategy discussions								
ET & DCP 4: Take holistic approach to promoting the Guildhall complex as unmissable experience												
ET & DCP 5: Encourage growth of small-scale festivals and open air concerts		Support return of King's Lynn Hanse Festival	Input to West Norfolk Culture & Heritage Strategy	Explore Opportunities with Love Your Town scheme	20th Anniversary KL Hanse Festival							
ET & DCP 6: Promote awareness of, and possible participation in, the West Norfolk Tourism Forum	WNTF Business Event '24		WNTF AGM Event '24		WNTF Business Event '25		WNTF AGM Event '25	KL Hanse Business Summit Event	WNTF Business Event '26		WNTF AGM Event '26	

Key

BSIP - Bus Service Improvement Plan

EWN - Explore West Norfolk online platforms

LCWIP - Local Cycling and Walking Infrastructure Plans

LTPT - Long-Term Plan for Towns (LTPT) programme

NTBP - Norfolk Tourism Best Practice (county-wide working group)

SPF - Shared Prosperity Fund

VENI - Visitor Economy Network Initiative

WNTF - West Norfolk Tourism Forum

WNTISG - West Norfolk Transport & Infrastructure Steering Group

Appendix 1 - Original Notes of Actions from 2023 TIWG Sessions

Employment, skills and training					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
EST1	Reintroduce an Ambassador scheme as a certificated online course including training videos with an emphasis on local stories/ heritage /history/ natural environment	<p>Those in the tourism sector more confident in acting as ambassadors, better informed about the heritage of the area and able to offer enhanced visitor care.</p> <p>New advocates of all ages recruited</p> <p>Complementary content created for young people studying tourism related courses at the College of West Anglia CWA)</p>	<p>BCKLWN to update existing content and adapt for online delivery with supporting training videos and certification.</p> <p>BCKLWN to work with West Norfolk Tourism Forum (WNTF) and others to promote widespread uptake from accommodation, attractions and restaurant staff to taxi drivers. Link with the CWA to promote the content to students.</p>	<p>First drafts of both online courses, with partner input, by Summer 23 (implementation subject to external funding)</p>	<p>Funding required for video production, engagement with 'youth voices' and Tiktok/Insta media</p> <p>A different narrator, script and also some alternative clips required for version targeted at older demographic</p> <p>Potential opportunities to fund through UKSPF in 23/24</p>
EST2	Address negative perceptions of tourism careers and support opportunities for businesses to connect with students and other potential employees via the introduction of a Tourism Job Fair and/or several smaller events across the district	<p>Local businesses provided with the opportunity to promote their products and services in a local marketplace.</p> <p>Engaging environment to reach out to young people and others in regard to careers and employment within the</p>	<p>BCKLWN to explore potential for participating in the Visitor Economy Network Initiative and having 'Local Flavours' events in key settlements.</p> <p>BCKLWN to liaise with WNFT and CWA regarding hosting a Tourism Job Fair and</p>	<p>Draw on learning and explore whether West Norfolk could be included in VENI by September 23</p> <p>During June 23</p>	<p>Officer time plus potential additional resources - tbc</p> <p>Additional resources required</p>

		visitor economy	option to create online resources/campaign for CWA/other education providers/DWP etc		
EST3	Encourage tourism related work experience across a broad scope of potential career paths	Young people's customer service skills boosted, confidence built and personal development supported. This will also benefit adults returning to work.	BCKLWN to liaise with WNTF and CWA to identify opportunities that will benefit both students development and address skills needs for tourism businesses. BCKLWN to liaise with Norfolk County Council and West Norfolk Chamber of Commerce & Industry to ensure employer engagement.(NCC)	Channel through the Norfolk Youth Pledge and the Kings Lynn Youth & Retraining Pledge delivered by NCC.	Within existing resources, however the schemes detailed are time limited. Devolution Deal could create new opportunities for funding to sustain
EST4	Secure improvements to transport connectivity for those working in the tourism sector. Identify and promote a range of alternatives to car travel.	Solutions identified for those living in rural areas who have challenges getting to their place of work or study.	BCKLWN to work with NCC to influence the Bus Service Improvement Programme and the Local Cycling & Walking Infrastructure Plan BCKLWN to promote business involvement in e bike loan scheme planned for UK SPF 23/24	During 23/24 and 24/25 when Rural England Prosperity funding available (capital only) to complete rural active and green travel measures – working with NCC	UKSPF funding to resource revenue projects inc e- bike scheme

Sustainable Tourism					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
ST1	<p>Further explore the potential for a voluntary visitor contribution - either county wide or solely in BCKLWN – informed by learning from Edinburgh, Hackney, Lake District Liverpool, Manchester</p> <p>Prepare a briefing paper for TIWG outlining how a voluntary scheme would work, estimating level of income that could be generated and proposing how this might be allocated</p>	<p>Merits of a countywide scheme and interest from other LAs established</p> <p>Mechanisms for introduction, collection and administering of a voluntary levy identified</p> <p>TIWG equipped to make recommendations regarding a voluntary visitor levy to full council</p>	<p>BCKLWN to liaise with relevant county wide bodies such as Norfolk CEXs, Tourism Best Practice Group</p> <p>BCKLWN to consult further with local business inc WNTF and West Norfolk Chamber of Commerce</p> <p>Regeneration and Development Team</p>	<p>Jan 2024</p> <p>Regeneration and Development Panel meeting post May election</p>	<p>Officer time initially, however a voluntary scheme would require resources to set up, collect contributions and administer</p>
ST2	<p>Develop campaigns to complement the Visit West Norfolk brand identity that encourage sustainable tourism</p> <p>Encourage businesses to adopt sustainable measures and use local, seasonal produce</p>	<p>Wide reaching responsible tourism messaging with visitors informed and their expectations managed</p> <p>Alignment with the Government's 2021 Sustainable Tourism Plan</p> <p>Contribute to county wide ambition to be the most sustainable environmental destination in the UK</p>	<p>BCKLWN to launch <i>Greener West Norfolk</i> and later link to Visit England sustainable campaign</p> <p>BCKLWN to work with WNTF and West Norfolk Chamber of Commerce to encourage businesses to adopt measures.</p>	<p><i>Greener West Norfolk</i> campaign launched on March 1st 2023.</p> <p><i>Greener West Norfolk</i> brand will transform into <i>Visit West Norfolk...Naturally</i> in September 2023.</p>	<p>Within existing resources</p>

	Promote the existing VisitBritain sustainable tourism award and work with Norfolk County Council on local green accreditation scheme	Local supply chains supported Sustainable tourism encouraged locally and best practice shared between business in the tourism sector	Profile schemes in liaison with VisitBritain and Norfolk County Council	As per schemes timelines	NCC Business Grants for businesses to achieve Green Tourism Award
ST3	Focus promotional activity and development support in areas that are able to accommodate growth and have visitor capacity	An approach of dispersal rather than displacement adopted Visitors able to enjoy and access nature, whilst pressures are minimised	BCKLWN to continue working with Protected Landscapes Visitor Pressures Working Group – framework to draw people away from vulnerable coastal areas	Ongoing	Officer time
	Offer small grants for autumn and winter events across the district	Complementary offerings developed and diversification encouraged All season tourism encouraged in coastal, town and rural areas	Issue an informal survey to determine which parishes wish to promote aspects of their villages to visitors and establish the pressures faced BCKLWN to support town and parish council visitor development plans, subject to staffing resources	September 23 April 23 – March 25	Officer time Funding available through the UKSPF and Rural England Prosperity Fund

37	<p>ST4 Continue to develop Explore West Norfolk with content to encourage responsible travel</p> <p>Further connectivity established between walking/cycling/bus travel and accommodation and key attractions</p>	<p>Visitors better equipped to make informed plans for active and/or responsible travel</p> <p>Foot and cycle paths integrated with The Coastliner 36 route</p> <p>More accommodation businesses detailed on the Explore West Norfolk map near to rural and coastal trails</p> <p>Additional priority cycling and walking routes identified for development</p>	<p>BCKLWN to capitalise on the Bus Service Improvement Programme, add links to Coastliner and other bus services to visitor information</p> <p>Through WNTF engage the sector in new 'Travel Norfolk' brand and also generate interest in being featured on Explore West Norfolk platform</p> <p>Lobby NCC for investment into other priority routes under the new Active Travel fund</p>	<p>June 2023</p> <p>Next WNTF meetings in July and October 23</p> <p>Ongoing from 2023</p>	<p>Officer time</p> <p>Budget to promote Explore West Norfolk platform and affiliated apps</p> <p>Funding through Rural England Prosperity for priority cycle/pedestrian route improvements £300,000 approved 2023-2025 Additional external funding required</p>
ST5	<p>Explore how planning and highway policy can better support and encourage sustainable visits</p>	<p>Visitor infrastructure developed with new opportunities for glamping and in areas that provide travel links, cycling and walking</p>	<p>BCKLWN Regeneration Team to collaborate with Local plan policy team and also NCC</p>	<p>Autumn 2023</p>	<p>Officer time</p>
ST6	<p>Consider how best to use the rivers, waterways and the Wash better as a focus for tourism with boat trips and tours</p>	<p>Encourage further development of the Sail the Wash (STW) website Additional profile given to existing visitor initiatives such as Maritime Trail</p>	<p>BCKLWN working with STW working groups to devise themes and campaigns</p>	<p>Meeting with STW working group April 23</p>	<p>Some existing marketing resources available for STW Seek to attract additional partnership investment</p>

		<p>and Hanseatic Kings Lynn</p> <p>Creation of a new campaign to highlight Seafaring Heroes via the Norfolk Coast: Myths & Legends trail and visitor guide</p>	<p>BCKLWN tourism and graphics team plus artist input to create a distinctively illustrated and memorable product</p>	<p>This new product will be launched in 2023 (corresponding with new Coast Path link from King's Lynn to Snettisham).</p>	<p>Through existing budget and officer capacity Potential to garner future support from North Norfolk or NCC</p>
--	--	--	---	---	--

Infrastructure – travel, connectivity and parking

See also inter-related actions within other sections:- EST4, ST4, ST5

	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
39	ITCP1 Work to ensure tourism is part of an integrated approach in developing other relevant strategies and plans	Address the issue of visitor needs being overlooked within some strategies and plans	TIWG Cllr - seek a place on the Car Parking Strategy working group	Post May election	Cllr time
		Tourism considerations included in forward plans for infrastructure	BCKLWN officers to liaise further with Transport East ² re identified challenges within State of Rail report , future connectivity study and tools to establish where to locate EV points. NCC to influence future Bus Service Improvement plans.	Ongoing liaison at relevant points in the planning and review cycle	Officer time
	ITCP2 Seek to influence the Car Parking Strategy and ensure the following issues are included within the scope: <ul style="list-style-type: none"> • Car Parking needs in Hunstanton • Coach Parking in Kings Lynn • Overnight parking provision for camper vans • Potential for 'pop-up' car parks during peak visitor 	Address issues that have been identified as impacting on the visitor experience	BCKLWN officers across relevant Directorates and in consultation with bodies such as the Hunstanton Advisory Group	Ongoing liaison with immediate effect	Officer time
		Respond to the notice of motion for a campervan parking area	Regeneration and Development Panel	Post May election	Cllr time
		Support the vibrancy and			

² Transport East has a remit to ensure a joined-up transport network and secure vital investment in future infrastructure.

	<p>season</p> <ul style="list-style-type: none"> EV charging points to accommodate seasonal demand 	<p>vitality of the area</p> <p>Further contribute to revenue for the Borough Council</p>			
ITCP3	<p>Explore the potential for park and ride at Nar Ouse Regeneration Area (NORA) linked to the Active Travel Hub and aligned with priority bus route plans</p>	<p>Help visitors avoid congestion by providing a car park with a sustainable travel option through to historic centre</p>	<p>This is being delivered through the Towns Fund – Active Travel Hub phase 1 and will include 50 car parking spaces; the site can operate as an ‘informal’ park and ride</p>	<p>Delivery 2024/5 Programme and Project Delivery (Commercial and Housing)</p>	<p>Funded through the King's Lynn Town Deal</p>
ITCP4	<p>Cycling and walking infrastructure improvements as per the Kings Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the Norfolk wide LCWIP</p>	<p>Improve the connectivity and accessibility of the King's Lynn cycling and walking network for everyone</p>	<p>Prioritised programme of improvements led by NCC, in support with BCKLWN</p>	<p>Towns Fund Active & Clean Connectivity programme delivery 2023-26</p> <p>Levelling up Fund STARS project (Southgates & Gyrotory active travel schemes) 2024-2027</p>	<p>NCC team have access to funding for active travel measures</p>
ITCP5	<p>Behaviour change activities and interventions to inform and influence visitors regarding sustainable travel options</p>	<p>Greater understanding of the factors influencing journeys</p> <p>More visitors making car free journeys and a reduction in CO2 emissions, contributing to net zero aspirations</p>	<p>Active travel attitudinal study to investigate county wide perception of access to alternative travel means BCKLWN are participating in the Good Journey scheme Secure additional sign-up from key attractions</p>	<p>Report due June 23</p> <p>The campaign will go live in July 2023. Predominantly King's Lynn focus, based on criteria of</p>	<p>Led by NCC</p> <p>Officer time plus departmental budget.</p>

		Easy options for visitors to travel sustainably along with incentives such as attraction discounts	through WNTF Travel Norfolk – Online Journey planning tool which prioritises public and active travel modes over car use Behavioural Change campaign to sell the benefits of active travel	the project. Online June 23 July 23 - onwards	NCC funded
ITCP6 41	Consider other improvements such as: Develop the drop-off point for coaches at King Staithe Square with waymarking to the Baker Lane toilets Toilet facilities with flexible opening hours when busier or planned for events Provision of toilets and showers at Kings Lynn mooring pontoons	Group travel encouraged and information regarding existing drop off bays highlighted Toilets open reactively in response to visitor need More appealing mooring location for visitors wanting to visit the Wash or inland waterways	BCKLWN Officers to consider as part of plans on the historic riverfront with NCC Operations Team to roll out the automation of toilet opening and closing BCKLWN Regeneration Team	Ongoing Ongoing By 2026	Kings Lynn Town Deal funding in partnership with NCC Capital purchase to update building structures As part of the Kings Lynn Town Investment Plan

N.B Councillors were also keen that the expertise within BCKLWN is maximised to deliver strategies that are relevant to the local area – rather than relying on consultants. This is more of a preference in terms of approach rather than an action, so hasn't been threaded into the plan. Also, there was a feeling that tourism is an under-resourced area of the council and that additional capacity is required to develop partnerships and reach out to local businesses/communities.

Visitor Accessibility					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
VA1	<p>Strategic positioning - align to government plans for the UK to become the most accessible destination in Europe by 2025</p> <p>Learn from others – drawing on modelling, data and case studies such as the Suffolk Growth Partnership report, North York Moors Accessibility Project</p> <p>Future planning for tourism informed by the 3 pillars of accessible tourism</p>	<p>Key aim to increase inbound visits by disabled people by 33% - opportunity for West Norfolk to be actively involved in VEE operator networks focused on realizing this ambition</p> <p>Improvements to visitor accessibility informed by transferable good practice from across the UK</p> <p>Consideration given to:</p> <ol style="list-style-type: none"> 1. Customer welcome and interaction 2. Information, marketing and digital inclusion 	<p>BCKLWN tourism team working at borough, county and regional level</p> <p>Built environment, amenities and services are the 3rd pillar of accessible tourism – this is a wider council responsibility</p>	<p>Tourism department to explore May 2023</p> <p>from June 2023</p> <p>May 2023-March 2025</p>	<p>Consider a survey - liaise with VEE in May 2023</p> <p>Officer time</p> <p>Rural England Prosperity Fund (REPF) business grants, which will fund/support projects that improve visitor accessibility</p>
VA2	<p>Create a dedicated section on Accessibility on www.visitwestnorfolk.com and profile accessible attractions, activities, experiences, eateries and accommodation</p> <p>Develop and promote accessible</p>	<p>West Norfolk established as a welcoming accessible and inclusive destination</p> <p>Combating lack of information</p>	<p>BCKLWN tourism team with input from WNTF and drawing on Winning more visitors, then VisitEngland Accessible Tourism Toolkit, which will be shared with LVEP's³</p>	<p>Launch of the new section in tandem with VEE LVEP as a county-wide campaign summer 2023</p>	<p>Officer time</p>

³ Awaiting clarification regarding the Eastern England LVEP ([Local Visitor Economy Partnership](#)) – Visit East of England are the lead and Visit West Norfolk will need to be partners

	tourism itineraries as per other destinations	that results in “If I don’t know, I don’t go”			
43	<p>VA3</p> <p>Develop a consistent message for cascade through networks to tourism businesses in BCKLWN regarding the value and benefits of accessible tourism</p> <p>Encourage West Norfolk Tourism Forum Members to develop their own Accessibility Guide, ‘Access for All’ sections on their own websites, and to list themselves with Euan’s Guide</p>	<p>Increased awareness of the benefits of being accessible</p> <p>Disabled people finding great places to visit and stay</p> <p>Tourism businesses better able to capitalise on the growth opportunities presented by offering a welcome to all</p>	<p>BCKLWN tourism team to review and cascade VisitEngland practical guidance on Accessible & Inclusive Tourism</p> <p>BCKLWN to work with WNTF and West Norfolk Chamber of Commerce</p>	<p>WNTF meeting July 2023 and onwards</p> <p>Work has commenced on an online access guide for VWN Further work as part of county-wide promotion of Accessibility Guides once VEE is an LVEP. Late summer 2023</p>	<p>Officer time</p> <p>Officer time</p>
	<p>VA4</p> <p>Develop the West Norfolk presence on AccessAble which offers a range of options inc Destination Guides and creating itineraries from individual listings in a place or wider area.</p>	<p>A strong positive message and demonstration of the commitment to welcoming visitors with access needs</p>	<p>BCKLWN tourism team</p>	<p>When capacity allows</p>	<p>Officer time plus additional resources required</p>
	<p>VA5</p> <p>Promote existing disability awareness training to businesses that focuses on meeting the individual needs and requirements of those with disabilities and health impairments</p>	<p>Level of customer service across the tourism and hospitality sector raised and all visitors receiving a friendly and professional welcome</p>	<p>BCKLWN tourism team to promote options listed by VisitEngland with WNTF and West Norfolk Chamber of Commerce</p>	<p>Linked to launch of accessibility content in tandem with VEE plans</p>	<p>Officer time</p>
	<p>VA6</p> <p>Adopt a co-ordinated approach to</p>	<p>Make visiting West Norfolk a</p>	<p>3 CPTs planned for:</p>	<p>David Ousby</p>	<p>£40,000 awarded</p>

	the location and installation of Changing Places Toilets in key visitor destinations BCKLWN and along key routes	more appealing proposition for those that need CPTs and their families	<ul style="list-style-type: none"> •King's Lynn (at the new Multi User Community Hub) •Hunstanton (Bust Station Redevelopment) •Downham Market (location TBC) 	Assistant Director Programme and Project Delivery	by Changing Places Fund
VA7 44	<p>Progress other measures such as:</p> <ul style="list-style-type: none"> •Introducing Beach wheelchairs at key resorts where they can be safely managed i.e. Old Hunstanton and Heacham •Town improvements that create accessible streetscapes and wayfinding •Accessible cycling infrastructure suitable for handcycles, recumbents and trikes •Easy Access Trails suitable for a range of visitor needs •Encouragement to provide hospitality sector to provide accessible food and beverage options 	<p>Visitors with access needs and their families enabled to enjoy the beach</p> <p>Travelling groups with access needs more likely to take longer trips/return to West Norfolk</p>	<p>David Morton Resort Services</p> <p>REPF active travel funding will be supporting improvements to important trails and routes in tourist areas</p>	<p>To be considered summer 23</p> <p>2023-2025</p>	<p>Capital investment required</p> <p>REPF</p>

N.B Councillors attending the workshop expressed an appetite to reintroduce the role of Accessibility Officer and mentioned that this post was responsible for producing the West Norfolk Access Guide. Given that accessibility has a universal community benefit, far beyond meeting visitor expectations, this may be something for the council wish to consider.

Innovation & Digitisation					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
I&D1	<p>Consider introducing free wifi in town centres.</p> <p>Sign-in process could connect to a centralised platform that has everything visitors needs to know about the town centre; from available car parking and itinerary ideas to event, restaurant, theatre, travel and hotel booking</p>	<p>Allows residents and visitors with limited mobile data to connect to the internet whilst in market town centres</p> <p>Sign-in process could be used to gather T-stats such as purpose of visit/age group/postcode etc</p> <p>Marketing opportunities created for promotions/local offers</p>	BCKLWN Regeneration Team working with Commercial and Operations	tbc	<p>Officer time plus additional resources required</p> <p>Potentially via UKSPF</p>
I&D2	<p>Digital signage is already planned for Kings Lynn rail station that will also promote what's on in the town.</p> <p>This approach will be replicated in Hunstanton and Downham Market</p>	<p>Enhanced communication connecting business, consumers, visitors and residents</p> <p>Ability to provide accurate, timely messaging inc promotion of events and related information such as parking availability, changes or cancellations.</p>	Kings Lynn Town Deal Board BCKLWN Operations Team Downham Market & Hunstanton Town Councils	Due for installation in Oct 23 – delayed	Kings Lynn Town Deal funding
I&D3	<p>Explore using virtual and augmented reality to create digital trails throughout town centres that celebrate history, culture and people</p> <p>Contactless and uses QR codes so anyone with a smartphone can take part</p>	<p>Profile the cultural and heritage assets through an innovative, engaging medium</p> <p>Offer new and unique experiences and improve the areas discoverability</p> <p>Attract new audiences and provide activities for specific segments such as families</p>	BCKLWN Regeneration & Tourism Team to encourage and support community or business based VR/AR digital experiences	2025-7 – timing needs to align with when regeneration schemes in KL will be completed i.e. the Guildhall, riverfront, Southgates	Officer time plus additional resources required or signposting interested parties to relevant grant funding

I&D4	<p>Provide digital support for local businesses so that they can grow their own digital presence this might include:</p> <ul style="list-style-type: none"> • Building an effective website • Using social media • Creating an online shopping portal 	<p>Visitor economy businesses digital assets, strategy and marketing developed and improved</p> <p>Greater digital presence for West Norfolk making it easier for visitors to access information</p>	<p>Norfolk County Council Go Digital project, funded by West Norfolk Shared Prosperity Fund</p>	<p>In delivery</p>	<p>Norfolk County Council officers and grant funding support secured until March 2025, potentially will continue through the Devolution deal</p>
------	--	--	---	--------------------	--

Experiential Tourism & Developing the Cultural Product					
See also inter-related actions within other sections:- ST6, I&D3					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
46	<p>Promote King's Lynn as a weekend destination (Friday to Saturday 2-night staying trips).</p>	<p>King's Lynn rebranded as an 'unexplored destination'.</p>	<p>BCKLWN Town Deal Board branding group for King's Lynn</p>	<p>2024-25 and then ongoing</p>	<p>Town Deal funding for rebranding King's Lynn.</p>
	<p>Develop Maritime stories and leverage connections with Canada and the Hanseatic league</p>	<p>The bold and distinctive character of King's Lynn emphasised and promoted</p>	<p>BCKLWN Tourism Team</p>	<p>High quality print production of the 'Norfolk Coast Myths & Legends' trails book planned</p>	<p>Existing Visit West Norfolk budget with possible application to UKSPF or external funding streams</p>
	<p>Support the creation of new experiential itineraries and packages for the whole of West Norfolk</p>	<p>Businesses (food & drink, attractions, accommodation) encouraged to work together to create itineraries and weekend offers that include public transport</p>	<p>BCKLWN tourism team working with WNTF and interested stakeholders such as Hunstanton Heritage Centre</p>	<p>2024-25 tourism campaign</p>	<p>Officer time plus additional resources required Potential to fund through UKSPF</p>
	<p>Promote use of the</p>	<p>Visitors able to build itineraries that include heritage and history, rural</p>			<p>Existing Visit West Norfolk budget</p>

	Explore West Norfolk , which provides accessible and customisable information and highlights the opportunities on foot, by bike or using public transport for exploring the countryside	areas and nature reserves plus hundreds of miles of walks and cycle routes and the Fen Rivers Way			
ET&DCP3 47	Support the development of further interactive light and projection based installations including a curated programme of out of season experiences between Sept to Mar annually, underpinned by a joined up and enhanced approach to providing visitor information	Significantly enhance the cultural tourism offer and improve urban vitality Heritage assets celebrated, contemporary profile for town developed, new technology used to engage and skill-up local communities and young people King's Lynn established as a centre of excellence for town-scale light based public artworks	BCKLWN officers working with Collusion	2023/24 develop long term vision for next 10 years connected into the cultural strategy Seek funding for 2024-2026 to deliver phase 1. Review progress and vision in 2026 Develop phase 2 to run 2026-2029.	Officer time plus additional resources required for replacement projectors Potential to secure funding from a range of sources inc Arts Council England, New Anglia LEP, National Lottery Heritage Fund, UKSPF, local CSR & trusts
ET&DCP4	Take a holistic approach to promoting the Guildhall complex and ensure it is profiled to visitors as an unmissable experience	Maximise the potential of the Guildhall as a USP to draw visitors into Kings Lynn and the surrounding area The Shakespearean connection profiled as a key component of the future cultural tourism offer	BCKLWN culture officers and Guildhall commissioned Media company with Tourism officer support where possible Involve the emerging CIO for the Guildhall	In delivery	Officer time

ET&DCP5	<p>Encourage mini festivals such as the Downham Market Gingerbread Festival, open air concerts and cinema</p> <p>Co-ordinate a calendar of cultural events events and focus on developing out of season experiences</p>	<p>A varied and exciting cultural portfolio of activities that appeal to a wide range of people inc families</p> <p>All season tourism encouraged in coastal, town and rural areas</p>	<p>BCKLWN tourism and culture officers working closely with King's Lynn, Hunstanton and Downham Market town councils</p> <p>BCKLWN tourism and culture officers</p>	2024-onwards	Officer time plus additional resources required. Potential to fund certain projects through UKSPF
ET&DCP6	<p>Promote participation in the West Norfolk Tourism Forum and link the forthcoming AGM with the launch of Norfolk Coast Myths & Legends and Guildhall development plans</p>	<p>Tourism and cultural sector businesses and organisations encouraged to engage and collaborate</p> <p>Understanding about the experiential and cultural development opportunities increased</p>	BCKLWN tourism team working with WNTF	2023-2024	Existing Visit West Norfolk budget

Appendix 2 - Thematic Workshops & Councillors, Officers & Guest Contributors

Employment, skills and training - 10 January 23		
<u>Councillors</u>	<u>Officers</u>	<u>Guests/Speakers</u>
Judy Collingham, Ben Jones, Jim Moriarty Colin Sampson	Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Bethany O' Brien, Tourism Support Officer	Paul Searle – Vice Chair of the West Norfolk Tourism Forum and the views of West Norfolk Site Operators Association. Outlined the employment and training challenges for West Norfolk's tourism industry in terms of recovery from the impacts of the pandemic and the role of tourism industry-based apprenticeships. Helen Sims, Programme Manager Business, Hospitality and Travel & Tourism – College of West Anglia. Talked about the training and skills support offer available at the College including Travel & Tourism, Business, Tourism & Events and a range of Hospitality Qualifications.
Sustainable Tourism and the Tourism Levy - 1 February 23		
<u>Councillors</u>	<u>Officers</u>	<u>Guests/Speakers</u>
Judy Collingham Carol Bower Francis Bone Jim Moriarty Colin Sampson Paul Beal	Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jemma Curtis, Regeneration Programmes Manager Bethany O' Brien, Tourism Support Officer	Tourism Levy:- Michael Baldwin, West Norfolk Chamber of Commerce & Industry represented the views of the business community. Tess, Gilder, Chair of West Norfolk Tourism Forum, shared the views of their members. Sustainable Tourism:- Alec Birbeck, West Acre Estate Manager - on how a growing rural village estate is addressing visitor pressures, whilst encouraging increased footfall to theatre, art gallery, pub, brewery and other resident businesses. Adele Powell, Protected Landscapes Visitor Pressures Working Group - a verbal update on this existing coast-focussed group,

		<p>referring to key points from the Limits of Acceptable Change Study.</p> <p>Steve Miller, Norfolk Tourism Recovery Best Practice Group - the background and aims of the existing group, and how visitor pressures could be looked at in the future across the area.</p>
--	--	---

Infrastructure – travel, connectivity and parking – 28 March 23

<p><u>Councillors</u></p> <p>Judy Collingham Carol Bower Jim Moriarty Colin Sampson Paul Beal</p>	<p><u>Officers</u></p> <p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jason Richardson, Regeneration Project Officer Bethany O’ Brien, Tourism Support Officer</p> <p>Post session, a Teams meeting was held with Martin Chisolm, Assistant Director for Commercial and Operations to discuss the proposed actions arising</p>	<p><u>Guests/Speakers</u></p> <p>Suzanne Buck, Technical Programme Lead at Transport East joined remotely to provide an update on the Strategy and Connectivity Studies applicable to West Norfolk.</p> <p>Niki Park, Head of Passenger Transport at Norfolk County Council focused on the Bus Service Improvement Plan, outlining how the plans for West Norfolk will support current challenges of travelling around the county for residents who work in the tourism and hospitality sector, those travelling from rural areas to study and also visitors who wish to use a more sustainable mode of travel.</p> <p>Honor Howell, Assistant to the Chief Executive, gave an overview of the work to scope the Parking Strategy.</p>
---	--	--

Visitor Accessibility – 11 April 23

<p><u>Councillors</u></p> <p>Judy Collingham Carol Bower Peter Gidney</p>	<p><u>Officers</u></p> <p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jason Richardson, Regeneration Project Officer Bethany O’ Brien, Tourism Support</p>	<p><u>Guests</u></p> <p>Ross Calladine, Head of Business Support, Visit England and Government-appointed Disability and Access Ambassador – provided an overview of the pillars of accessible tourism and share examples of how other destinations have developed accessible tourism itineraries.</p>
---	--	---

	Officer	<p>Richard Hunt, Strategic Lead: Visitor Economy, Suffolk Growth Partnership – offered a case study on the work they have undertaken to identify the significant value and benefits of a more accessible and inclusive visitor economy and the improvements planned.</p> <p>Tess Gilder, Chair West Norfolk Tourism Forum – talked about her experience of being involved in Church Farm Barns and represented the general views of the forum with regard to the opportunities and challenges.</p> <p>Rachel Gillis, Regional Development Lead - East Midlands and East of England and Pete Waters, Executive Director, Visit East of England also joined the workshop and took part in the small group conversations.</p>
--	---------	--

Innovation & Digitisation – 12 September 23

<p><u>Councillors</u></p> <p>Steven Bearshaw, Francis Bone Tony Bubb Judy Collingham Deborah Heneghan</p>	<p><u>Officers</u></p> <p>Martin Chisholm, Assistant Director for Commercial and Operations - talked about the digital network used by the council inc. CCTV that provides footfall analytics and assists with traffic management control and plans to install digital waymarker monoliths. Phillip Eke, Tourism Manager - shared an update on how the tourism team are adapting to the needs of modern audiences by using a range of digital platforms. Bethany O' Brien, Tourism Support Officer Nicola Cooper, Place Based Investment Programme Officer</p>	<p><u>Guests/Speakers</u></p> <p>Morag McInnes, Business & Enterprise Lead and Mags Lambert, Project Manager at East Suffolk Council joined remotely to talk about the Smart Towns initiative, which includes free to use WiFi, footfall tracking sensors, analytics and retail apps and Digital Springboard, which provides training for businesses.</p> <p>Jason Fey, Company Director, Virtuam VR - gave an overview of how their interactive experiences draw visitors to the venue. Graham Bray on behalf of the West Norfolk Tourism Forum and Vicky Etheridge from King's Lynn BID/Discover King's Lynn also joined the workshop and took part in the small group conversations.</p>
---	--	---

Experiential Tourism & Developing the Cultural Product – 17 October 23

Councillors

Judy Collingham
Steven Bearshaw
Andy Bullen
Simon Ring

Officers

Duncan Hall, Assistant Director, Regeneration, Housing and Place
Jemma Curtis, Regeneration Programmes Manager
Phillip Eke, Tourism Manager - presented information on Visit West Norfolk Myths and Legends Project which was being developed.
Tim FitzHigham, Cultural Officer provided information on the relevance of the Guildhall site regeneration project to the future cultural offer for the Town and Borough
Bethany O' Brien, Tourism Support Officer

Guests/Speakers

Rachel Drury, Director and Cofounder of Collusion explained how they had been building the cultural capacity of the area by working with artists to develop their skills and producing town-scale artworks such as The Intergalactic Hanseatic League. Rachel also highlighted the potential for the town to become a centre of excellence for light projection based artworks.

Tess Gilder on behalf of the West Norfolk Tourism Forum and Amanda Bosworth from Hunstanton Heritage Centre also joined the workshop and took part in the small group conversations.

REGENERATION AND DEVELOPMENT PANEL WORK PROGRAMME 2024/2025

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER/ ATTENDEE	OBJECTIVES AND DESIRED OUTCOMES
5 th June 2024	Appointment of Vice Chair for the Municipal Year	Operational	Democratic Services Officer	
	Appointments to Task Groups and Informal Working Groups	Operational	Democratic Services Officer	To review and select Members to sit on groups established by the Panel
	King's Lynn Transport Strategy and STARS update	Update	Ian Parkes	
	Cabinet Report – Local Plan update – Process to Adoption including Main Modification Consultation	Cabinet Report	Alex Fradley	To consider the report and make relevant recommendations to Cabinet.
	Transport and Infrastructure Informal Working Group Terms of Reference	Operational		To agree Terms of Reference for the Informal Working Group
CANCELLED 12th June 2024 – Additional Meeting	Cabinet Report – Guildhall RIBA Stage 3 Options CANCELLED – REPORT WILL NOW BE CONSIDERED AT JOINT PANEL MEETING ON 18TH June	Cabinet Report	Jemma Curtis	To consider the report and make any relevant recommendations to Cabinet.
23rd July 2024	Cabinet Report – Guildhall RIBA Stage 3 Options	Cabinet Report	Duncan Hall and Jemma Curtis	To consider the report and make relevant recommendations to Cabinet.
	Southgates Regeneration Area Update	Update	James Grant	As requested by the Panel.
	Update on the Ferry	Verbal Update	Duncan Hall	As requested by the Chair.
	West Norfolk Economic Development Strategy Update	Update	Jemma Curtis	Update before the draft Strategy is presented to the meeting in September.

53

Agenda Item 9

12th September 2024	Update on King's Lynn Enterprise Park and NORA	Update	Jemma Curtis and Matthew Henry	As requested by the Chair
	Economic Strategy for West Norfolk – Draft Strategy	Policy Development	Jemma Curtis	
	Southgates Regeneration Area Update		James Grant	
	EXEMPT – Cabinet Report – Strategic Land Acquisition	Cabinet Report	Matthew Henry	To consider the report and make any appropriate recommendations to Cabinet.
15th October 2024	Cabinet Report – CIL Applications for more than £50k	Cabinet Report	Hannah Wood Handy	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Norfolk Economic Strategy	Cabinet Report	Jemma Curtis and representatives from NCC	To consider the report and make any appropriate recommendations to Cabinet
	Cabinet Report – Hunstanton Bus Station Library Development	Cabinet Report	Nikki Patton	To consider the report and make any appropriate recommendations to Cabinet
	Long Term Plan for Towns Update	Policy Development	Jemma Curtis	The Panel to receive an update on the consultation process.
19th November 2024	Cabinet Report – Economic Strategy for West Norfolk	Cabinet Report	Jemma Curtis	To consider the report and make any appropriate recommendations to Cabinet.
	Tourism Action Plan and report of the Tourism Informal Working Group	Informal Working	Phillip Eke	To consider the report of the Informal Working

		Group Report		Group and the Tourism Action Plan
2nd January 2025	Cabinet Reports which fall within the remit of the Panel – to be confirmed			
	Long Term Plan for Towns	Cabinet Report	Duncan Hall	To consider the report and make any appropriate recommendations to Cabinet.
	King's Lynn Cultural and Heritage Strategy	Cabinet Report	Jemma Curtis	To consider the report and make any appropriate recommendations to Cabinet.
	Report of the Transport Informal Working Group	Informal Working Group Report		As agreed in the Terms of the Reference agreed by the Panel in June.
	Draft Car Parking Strategy	Policy Development	Jemma Curtis	
18th February 2025	Cabinet Reports which fall within the remit of the Panel – to be confirmed			
11th March 2025	Cabinet Reports which fall within the remit of the Panel – to be confirmed			
1st April 2025	Cabinet Reports which fall within the remit of the Panel – to be confirmed			

To be scheduled

- Heacham Beach Development opportunities
- Hunstanton Masterplan Update
- Local Plan Update – as required
- Report of the Tourism Informal Working Group – following final meeting of the Tourism Informal Working Group – to be scheduled once Action Plan has been drafted.

- Energy Action Plan – Norfolk County Council – identified at the meeting in October 2024.

FORWARD DECISIONS LIST

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
10 December 2024						
57	Investment Options for Leisure Assets	Key	Cabinet	Deputy Leader Monitoring Officer		Part Public and part Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	West Norfolk Economic Strategy	Non	Council	Business Asst Dir D Hall		Public
	Notice of Motion 15/23- Wash East Coast Management Strategy- Unit C- Technical Report	Key	Council	Environment and Coastal Asst Dir- S Ashworth		Public
	Audit Committee Terms of Reference	Non	Council	Leader Asst Director – M Drewery		Public
	Community Governance Review – Burnham Market	Non	Council	Leader Chief Executive		Public
	Q2 2024-25 Performance Management	Non	Cabinet	Leader Chief Executive		Public
	White Ribbon Campaign	Non	Cabinet	People and Communities Asst Dir B Box		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
14 January 2025						
	King's Lynn Town Football Club	Non	Cabinet	Property Asst Dir – M Henry		Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Review of Appointments to Outside Bodies	Non	Cabinet	Leader Chief Executive		Public
58	Housing Support Services Contract	Key	Cabinet	People and Communities Asst Dir - D Hall		Private Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Taxi Fees and Conditions		Council	Monitoring Officer		Public
	Social Value Policy	Non	Council	Leader Monitoring Officer		Public
	Procurement Policy and Contract Standing Orders	Non	Council	Finance Monitoring officer		Public
	Long-Term Plan for Towns	Key	Cabinet	Leader Asst Dir – D Hall		Public
	Change Management Policy and Redundancy Payments	Non	Council	Leader Asst Dir – B Box		Public

	Transformation Programme	Non	Cabinet	Leader Chief Executive		Public
	Conservation Areas Consultative Committee	Non	Cabinet	Planning & Licensing Asst Dir S Ashworth		Public
	Capital and Revenue Budget Monitoring Reports	Key	Cabinet	Finance Asst Dir M Drewery		Public
	Revenues & Benefits software extension	Key	Cabinet	Finance Asst Dir M Drewery		Exempt Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)

69

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
4 February 2025 (non budget items)						
	Local Plan	Key	Council	Planning & Licensing Asst Dir – S Ashworth		Public
	Annual Plan 2025-26	Key	Council	Leader Chief Executive		Public
	King's Lynn Cultural & Heritage Strategy		Council	Business Asst Dir D Hall		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
-----------------	--------------	-------------------------	----------------	---------------------------------	---------------------------	---------------------------

5 February 2025 (Budget items)						
	Budget 2025-28	Key	Council	Finance Asst Dir – M Drewery		Public
	Treasury Management Strategy	Key	Council	Finance Asst Dir – M Drewery		Public
	Capital and Revenue Programme	Key	Council	Finance Asst Dir – M Drewery		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
4 th March 2025						
	2024-25 Q3 Performance Management	Non	Cabinet	Leader Chief Executive		Public
8	Appointments Board/IDC Terms of Reference	Non	Council	Leader Asst Dir – A Baker		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
15 th April 2025						
	Local Nature Recovery Strategy	Key	Council	Ass Dir- S Ashworth		Public

Items to be scheduled

	Notice of Motion 7-21 – Councillor Kemp – Equalities	Non	Council	People & Communities Asst Dir B Box		Public
	Custom and Self Build Site – Stoke Ferry	Non	Cabinet	Regeneration and Development Assistant Director - D Hall		Public
	Overnight Campervan parking in Hunstanton	Non	Cabinet	Leader Asst Director – M Chisholm		Public
	Florence Fields – Tenure Mix	Non	Council	Deputy Leader Exec Director – O Judges		Part Public and part Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
61	Article 4 Direction	Non	Cabinet	Regeneration and Development Assistant Director – S Ashworth		Public
	Empty Homes Strategy Review	Key	Council	People and Communities Asst Dir M Whitmore		Public