

Committee: King's Lynn & West Norfolk Area museums Committee

Date: 26th September 2016

Report from: Tourism Manager, Borough Council of King's Lynn & West Norfolk

1 Introduction

The report provides updates for the Area Museums Committee on tourism marketing and development activities since March 2016. During 2016 a considerable amount of work has been put into developing our digital marketing through the website and new phone App. Moving towards 2017 there will be a re-allocation of more marketing resources towards promoting and driving traffic to these digital channels.

2 Digital marketing

2.1 www.visitwestnorfolk.com

The new mobile optimised responsive website went live in late March before the Easter holidays.

The website has an entirely new contemporary design. Content display is responsive to whether people are viewing it on a desktop, tablet or phone. Overall numbers of visitors reduced a little in the three month period after the launch whilst the search engines recognised the new pages and links, but since July user sessions have increased compared with previous years. The top 5 pages visited on the new site so far have been [Hunstanton](#); [King's Lynn](#); [Home page](#); [Things to do](#); [Events](#).

The new [villages section](#) with pages for each individual village has been increasingly popular.

A marketing campaign will be developed over the winter specifically to attract visitors to the website during late winter and spring period in 2017.

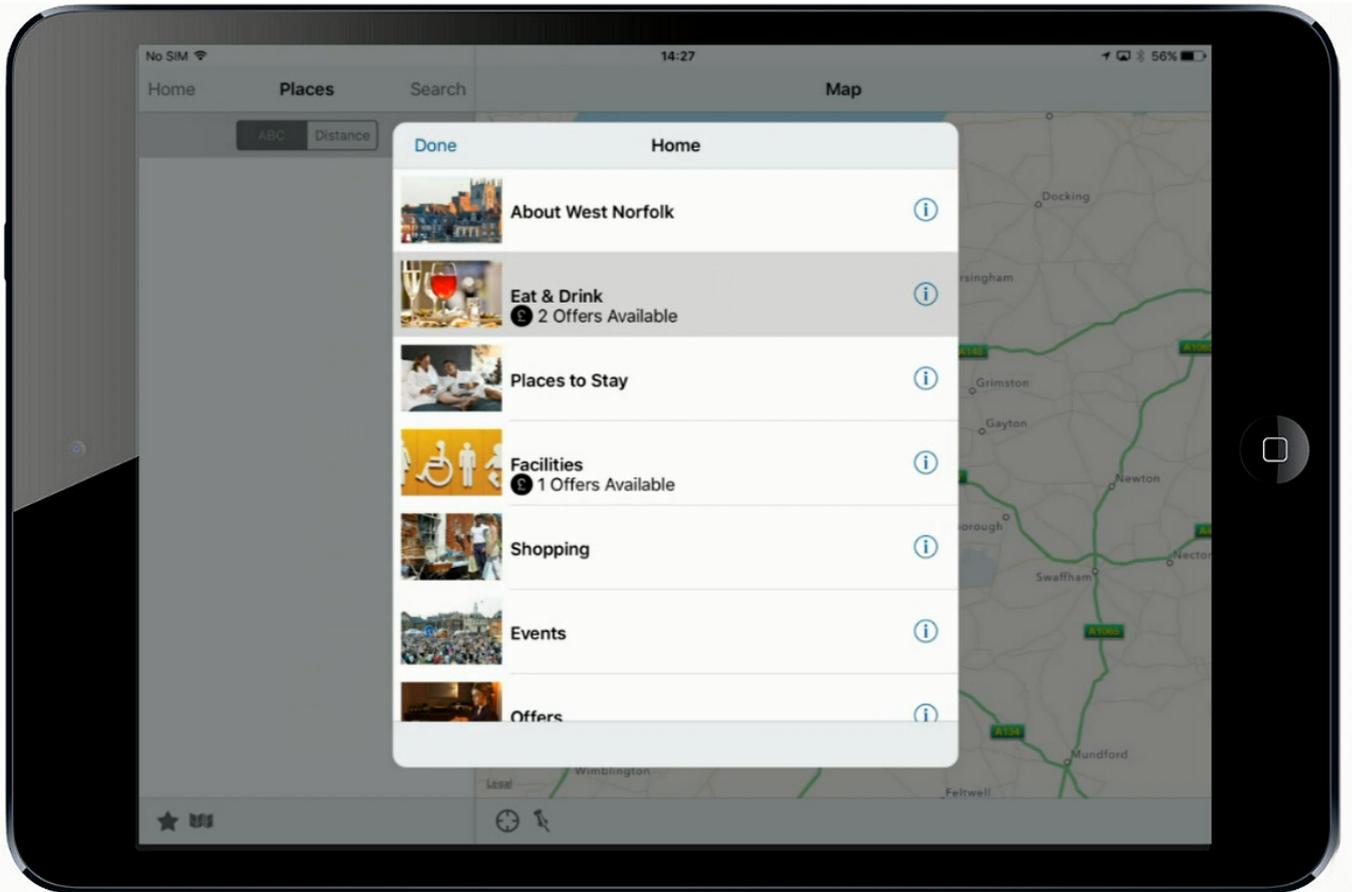
2.2 West Norfolk mobile phone App

The first edition of the new West Norfolk mobile phone App was released on the App Store at the end of August. Work is currently taking place on the Android version which will be released in the Play Store shortly.

The App provides a mobile responsive directory guide to, Things to do; Events; Places to eat and local food producers; shopping; places to stay; and local services throughout West Norfolk. The App also provides the opportunity for business to promote special offers, which are highlighted in an offers section, as well as the relevant themed sections and individual business entries.

At release, the App included over 300 venues. However, considerably more work is required on an on-going basis to encourage more businesses to subscribe as well as developing more content for individual facilities.

People can search for facilities, nearest to their current location, nearest to a particular town from a drop down list or nearest to a specific location which they can set from positioning a pin.



Once downloaded, all the functionality works irrespective of internet connectivity. Any updates to the App will automatically download the next time the App is opened where the device is connected to the internet.

This is being developed as an integrated on-line package so that information on business or services can feature across the website, APP and bus station kiosk. For 2017 businesses can subscribe to the full on line promotional package although website only or App only packages will be available.

2.3 Other digital activity

During 2016, a number of West Norfolk experiences has been promoted through the Visit England website which has ensured that West Norfolk experiences and attractions feature alongside many other sites and locations nationally.

West Norfolk Tourism have undertaken a regular programme of e-shots (issued approximately every 2 weeks), to its list of visitors who have asked for news and offers. These have been specifically devised to highlight at least one major event and suggestions for a number of specific attractions or activities to enjoy over a weekend. The e-shots have been sent on Sunday evenings, promoting a short break visit the following weekend. (see appendix 1 for printed (not to scale) examples of the s-shots issued.

3 Printed marketing

3.1 2017 West Norfolk Holiday Guide

Work is now commencing on production of the 2017 West Norfolk Holiday Guide to be published by early January. The format will be the same as the 2016 edition. The print run is being reduced from 75,000 to 60,000 as some promotional resources are re-positioned towards digital marketing.

The distribution campaign for 2016 and 2017 compares as follows:

	2016	2017
Posted to enquirers from promotional campaigns	38,000	28,000
Distributed to TIC's (nationally)	17,000	16,000
Responding to enquiries/requests	5,000	5,000
Distributed locally (TIC's, transport centres, events)	14,000	11,000
Total	75,000	60,000

3.2 2017 Where to Go & What to Do

Distribution of the 2016 Where to Go and What To Do has been very effective in with final quantities being supplied to attractions and venues in early September. Work on the 2017 edition has commenced with publication planned for late January. The print run will be maintained with at least 200,000 copies printed.

3.3 Discover King's Lynn

The format of the 2016 Discover King's Lynn was enlarged to accommodate information for the new Stories of Lynn. The print run was increased from 130,000 to 150,000. For 2017 it is again planned to print and distribute 150,000 copies. The leaflet will also prominently promote the 'Stories of Lynn' phone app (see: 5.1)

- 3.4 Hunstanton mini guide and Downham Market mini guide
In 2016, 50,000 copies of the Hunstanton mini guide were printed and distributed. This will be continued for the 2017 edition.

In 2016, 14,000 copies of the Downham Market mini guide were printed and distributed. For 2017 it is planned to increase the print run to 17,000 copies.

- 3.5 Other publications
During 2016 the Borough Council has arranged printing and distribution of the King's Lynn Town guides 2016 guided walks programme, King's Lynn Maritime Trail, Hanseatic Walking trail, Hunstanton Wolf Trail, along with the 2016 Tornado trail as a follow up to the Spitfire Trail produced in 2015.

4 Planned activity

- 4.1 Work continues on many other actions identified in the Visit west Norfolk Destination Plan – Action Plan.
- 4.2 Key forthcoming areas of work will include the development of suggested itineraries which will be themed. Initially at least one will be specifically targeted at group visits and at least one at family visits.
- 4.3 Planning will also take place to develop a short breaks and day visits campaign focused on key target audiences in the East Midlands. This is likely to be based around digital marketing.

5 Other developments

- 5.1 Work on the Stories of Lynn mobile Phone App has been taking place since spring. Whilst one part of the App focuses on the exhibitions within Stories of Lynn, the other components will be available as a guide to help explore and discover the heritage sites in King's Lynn. The App will include all the sites included in the Discover King's Lynn guide, as well as some others referred to in the Stories of Lynn exhibition. Importantly it will add to the amount of information and interpretation about the sites and the stories behind them, in many cases giving people the chance to compare the site today with what it looked like in the past.
- 5.2 The Heritage Lottery Fund (Parks for People scheme) application for the Hunstanton Heritage Gardens Project (The Green, Esplanade Gardens and the cliff top to St Edmunds Chapel, was successful at stage 2. Detailed project planning and preparation is now taking place.

6 Resource implications

None

7 Policy implications

None

8 Recommendations

The committee is recommended to note the report

9 Access to Information

No background papers

Author of report

Tim Humphreys, Tourism Manager, Borough council of King's Lynn & West Norfolk

Tel: 01553 616643

E-mail – tim.humphreys@west-norfolk.gov.uk

Appendix 1

Visit West Norfolk

The official guide to King's Lynn & West Norfolk

Half Term Highlights

Take a trip to the beautiful coast and countryside of West Norfolk for some great half term events and fabulous family attractions...

Great Seaside Get-Away

West Norfolk's beautiful coast includes the classic seaside resort of Hunstanton and nearby Heacham, as well as other stunning beaches at Old Hunstanton, Brancaster and along [the coast](#) to Holkham.

What better way to enjoy the half term holidays than relaxing on West Norfolk's wonderful beaches, having fun in the resort of Hunstanton and exploring some of the great historic sites, charming villages and countryside throughout the area.

Click the button below for more information about Hunstanton and the coastline nearby.

[More Info](#)



See the Sealife and Wildlife

Get close to sealife and wildlife in two great ways in West Norfolk. At Hunstanton visit the fabulous [Hunstanton Sea Life Sanctuary](#) to see seals, otters and penguins, as well as sea life from around the world. Find out about the sanctuary's marine rescue centre, including the seal hospital which cares, year round for sick and injured seal pups until, whenever possible, they are well enough to be returned to the wild.

Then take a trip on a [sea tour](#) from Hunstanton on an amazing Wash Monster amphibious trip boat, which will take you out into the Wash on a sea safari. The Wash is home to one of the largest colonies of common seals in the UK, so this is a great opportunity to see them on the sandbanks in their natural habitat.

Press the button below for more attractions and things to do in Hunstanton.

[More Info](#)



Check Out Some Great Events

From Thursday 26th – Sunday 29th May, the stunning location of Houghton Hall is backdrop to the [Houghton International Horse Trials](#). Attracting competitors from around the world and up to 700 horses, this renowned international event also includes many other competition events spread across 3 arenas. Children are well catered for with circus workshops and other children's activities.

Just a few miles away, on Bank Holiday Monday 30th May, why not get along to beautiful Bircham Windmill which is staging its popular [Country Day](#) event, including sheep shearing, dog shows, crafts and much more. Combined with a trip to the top of the windmill, visit to the bakery and tearooms, this makes for a great family trip.

Press the button below for more details about all the great events happening in West Norfolk.

[More Info](#)



For more details about the many varied activities and attractions in Hunstanton and around the coastline during your visit see our website's [Things To Do](#) section.

Visit West Norfolk, Borough Council of King's Lynn and West Norfolk, Kings Court, Chapel Street, Kings Lynn, Norfolk, PE30 1EX, publicity@west-norfolk.gov.uk - www.visitwestnorfolk.com

If you cannot view this newsletter correctly please click [here](#) or paste this address into your browser : <https://info.visitwestnorfolk.com/newsletters/HalfTermHighlights/newsletter.htm>

To unsubscribe from these emails please click [here](#) or open your browser and paste into the address field.



Visit West Norfolk

The official guide to King's Lynn & West Norfolk

Discover Merchants & Musicians

The weekend of 21st and 22nd May is a great time to visit the historic town of King's Lynn for the King's Lynn Hanse Festival and opportunity to visit the new Stories of Lynn...

King's Lynn Hanse Festival

Step back to medieval times with a spectacular parade, fire breathers and medieval market as well as crafts dancing and children's activities at the [King's Lynn Hanse Festival](#). For music lovers a varied international programme of performances features folk, folk rock and jazz alongside classical and orchestral pieces.

On **Saturday 21st May**, the festival features the Young'uns and The Elephant Sessions from the UK and Zalvarinis from Lithuania as well as classical performances from the Chanot Ensemble.

On **Sunday 22nd May** The Beaubowbelles and Kansas Smitty's House Band from the UK are joined by the Monika Lidke Quintet from Poland. There is also a concert from the Norfolk Symphony Orchestra.

Click the button below for more information about King's Lynn and The Hanse.

[More Info](#)



Visit Stories of Lynn or True's Yard Fisherfolk Museum

Visit King's Lynn's excellent new attraction, [Stories of Lynn](#) to discover the stories behind the people who have shaped King's Lynn, one of England's most important medieval ports over more than 800 years. Through a host of audio visual and interactive displays the stories of seafarers, explorers, merchants, magistrates and mayors comes to life, all in the setting of the 15th century undercroft of the Trinity Guildhall and parts of the old town gaol.

You can discover more about King's Lynn's historic fishing communities, at [True's Yard Fisherfolk Museum](#). Situated in the North End, historic home to the fishing community, you can explore the last two surviving fisher folk cottages, an original Victorian smokehouse and a restored 1904 fishing smack.

Press the button below for more historic places to visit around King's Lynn.

[More Info](#)



Follow the Fen Rivers Way to Downham Market

Follow the Fen Rivers Way south from King's Lynn to discover one of Norfolk's oldest market towns, Downham Market. Dating back to Saxon times, [Downham Market](#) is a traditional and fascinating place to enjoy, with its busy market a host of independent shops and a heritage centre all close to the River Great Ouse.

The [Fen Rivers Way](#) starts at King's Lynn and follows the banks of the River Great Ouse 10 miles south towards Downham Market. With excellent train services between King's Lynn and Downham market you can enjoy a great day exploring this fascinating area. The Fen Rivers Way then continues south toward Ely and Cambridge.

Press the button below for more details about where to stay in West Norfolk whilst you explore the area's many great walks.

[More Info](#)



For more details about the many varied activities and historic venues of King's Lynn and West Norfolk during your visit see our website's [Things To Do](#) section.

Visit West Norfolk, Borough Council of King's Lynn and West Norfolk, Kings Court, Chapel Street, Kings Lynn, Norfolk, PE30 1EX, publicity@west-norfolk.gov.uk - www.visitwestnorfolk.com

If you cannot view this newsletter correctly please click [here](#) or paste this address into your browser

