

Item:

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

Date: 13th March 2017

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 September 2016. Key tourism marketing has continued, with production of the full range of printed guides for 2017 whilst also continuing to focus more attention on digital activity, especially the new Visit West Norfolk mobile app.

2 Printed marketing

2.1 2017 West Norfolk Holiday Guide

The 2017 West Norfolk Holiday Guide was published in early January to the same format as the 2016 edition but with a slightly reduced print run of 60,000 copies.

2.2 2017 Where to Go & What to Do

The 2017 edition was published in early February. For the first time in many years the print run was increased to 220,000 copies to allow for additional quantities to be distributed through the main distribution agencies used.

2.3 Discover King's Lynn

The 2017 edition was published in mid-February. The expanded format of the 2016 Discover King's Lynn was continued. The print run was increased to 160,000 copies again allowing for larger quantities to be distributed.

2.4 Hunstanton mini guide and Downham Market mini guide

Work on 2017 editions is underway. 50,000 copies of the Hunstanton mini guide will be printed and a slightly increased quantity of 17,000 copies of the Downham Market mini guide will be printed.

2.5 Other publications

Again the Borough Council is supporting the King's Lynn Town Guides by arranging print and distribution of the 2017 King's Lynn Guided Walks programme.

3 Digital marketing

3.1 www.visitwestnorfolk.com

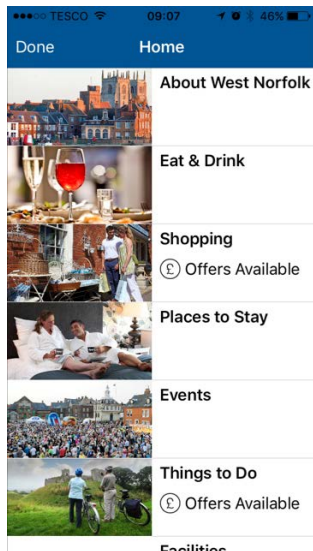
During the winter period, work has continued to update content on the website, with regularly changing front page items. A marketing campaign to attract new and additional users to the website is taking place over the pre – Easter period.

3.2 West Norfolk mobile phone App

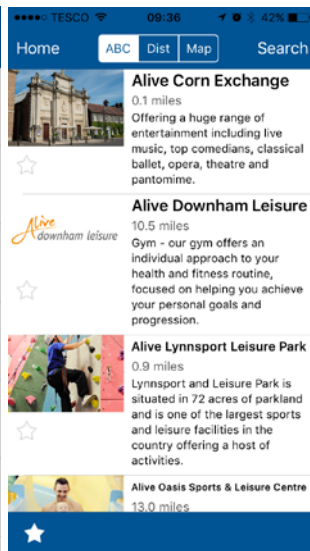
3.2.1 Following the first release of the IOS version of the Visit West Norfolk App in August 2016, the first Android version was released in November.

3.2.2 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

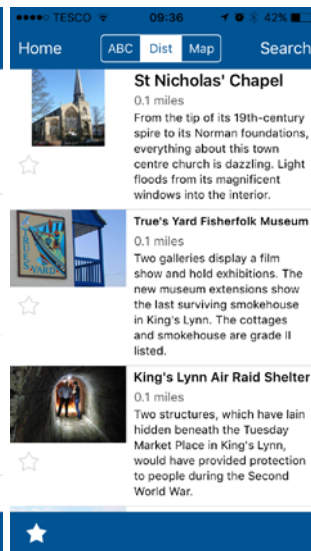
West Norfolk. (see screen 1). People can search within a wide range of categories for specific facilities or venues on an alphabetical basis (screen 2), nearest to their current location (screen 3), nearest to a particular town from a drop down list or nearest to a specific location which they can set from positioning a pin. Results can be seen in list or map view (screen 4). The app currently includes around 360 individual business or location venues.



(Screen 1)



(Screen 2)



(Screen 3)

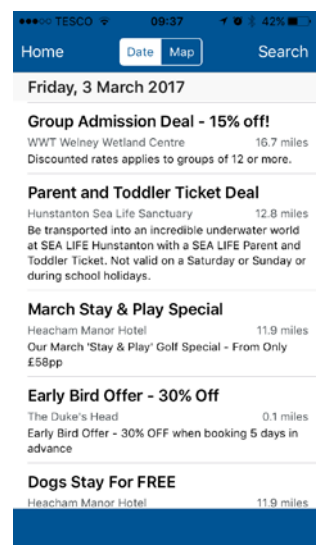


(Screen 4)

3.2.3 Over winter more work has taken place on developing the offers section and push messaging functions, which alerts users to offers when they are near a venue. Offers are highlighted in the offers section which will show offers for any particular day (screen 5), as well as the relevant themed sections.

3.2.4 Further development continues, with work now taking place to enable vouchers for offers to be produced from the App.

3.2.5 A mixed media campaign of radio advertising and social media is being planned to increase awareness of the App. This is initially focused on the pre-Easter period and targeted at people in the area within and close to West Norfolk. All participating businesses and venues have been provided with window stickers and flyers to promote the App and encourage people to download it.



(screen 5)

3.3 Events

In 2016, just under 1,600 events were promoted on the Visit West Norfolk website with around 38,000 views of individual events. We need to encourage more tourism businesses to use the event database not only to promote their own events, but also for business to use it as a resource to promote upcoming events in their locality which may of interest to their customers. This will help cross promotion and overall awareness of events. Starting from February, all local businesses and organisations on the tourism business database now receive an e-shot every two weeks, highlighting key forthcoming events but also encouraging businesses to refer to the main website list.

3.4 Consumer e-shots

The programme of regular e-shots to prospective visitors will be repeated in 2017, the focus of each e-shot being to promote a set of 4-5 events and attractions or activities which could form the basis of a 2-3 night break. Each e-shot is themed and tailored to certain types of visitor.

4 **Planned activity**

4.1 Through the West Norfolk Tourism Forum the 2 year action plan linked to the Destination Management Plan has been updated and rolled forward as a 2017 and 2018 plan.

4.2 Key actions highlighted in addition to all the ongoing work include:

4.2.1 Development of up to 3 themed trails, particularly focused on encouraging visitors to explore more to the rural areas of West Norfolk and particularly featuring the area's heritage and natural environment product. Web and mobile App technology would be used to link a series of themed locations and sites, accompanied by information on local businesses and services encouraging people to follow a suggested trail or create their own trails whilst also using local services and facilities.

4.2.2 Development of suggested itineraries specifically designed for and targeted at group visits and group travel organisers.

4.2.3 Development of a 'Top 10' promotion of the destinations leading heritage attractions and sites through the development of a visually striking and dynamic mini web site. The mini site would be linked to the main Visit West Norfolk site for more detailed visitor information.

5 **Other developments**

5.1 St Georges Guildhall Complex.

5.1.1 The Borough Council have been working with a broad range of partners on development plans for the Guildhall complex. Key features would include the provision of high quality exhibition space suitable for national exhibitions in the Fermoy Gallery, the development of a facility for training in Heritage & Conservation Skills in the Shakespeare Barn and the comprehensive refurbishment of the Guildhall itself as performance and events facility including fixed seating and flat floor space provision.

5.1.2 A funding application of £2.7 million to The Heritage Lottery Fund was submitted in December 2016 and an application for a £500,000 grant from the Arts Council of England is being submitted in early March. Other partners include Alive Leisure and the Norfolk Museums Service. The partnership approach includes working with National Portfolio Organisations such as Creative Arts East and the Norfolk Museums Service on future programming and exhibition development. If funding is secured, the target completion date for the project is spring 2019.

5.2 Stories of Lynn mobile App

The Stories of Lynn mobile App, provides interactive audio and visual guides to the new Stories of Lynn exhibition as well as a guide to exploring heritage sites throughout the

town. Following an extensive programme of testing the development, work is near completion and the App should be released for people to use in the very near future.

5.3 Partnerships

5.3.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East Anglia to promote the county and wider area. The Borough Council has also continued to work with Visit North Norfolk Coast and Countryside which promotes the entire north Norfolk coastal area.

5.3.2 We continue to work with new partners including the National Coastal Tourism Academy which secured funding to develop a visitor passport scheme to the coast of East England between Harwich and Hull. We also continue to work with Norfolk County Council's Environment Team on project proposals such as the Coastal Treasures project which seeks Coastal Community Team funding.

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

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