

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

Date: 14th September 2015

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 2015.

2 Destination marketing campaign

2.1 2015 West Norfolk Holiday guide

The 2015 brochure campaign has progressed well. To the end of August around 35,000 copies had been sent to people requesting the brochure through the advertising campaign, around 10,000 to TIC's nationally and 13,000 copies through West Norfolk TIC and local events. Further campaigns running in September and October will see a further 11,000 distributed with the balance of 6,000 continuing to be distributed through Tourist Information Centres.

2.2 2016 West Norfolk Holiday Guide

Work is underway on production of the 2016 guide. Advertising rate cards were sent out on 1st September. The new format introduced for 2015 will be continued and the print run of 75,000 will continue.

2.3 www.visitwestnorfolk.com

Traffic to the website www.visitwestnorfolk.com has continued to increase in 2015. This has seen the Hunstanton and King's Lynn pages become the most viewed pages, ahead of the home page which reflects work done to improve search rankings for these terms.

When asked which themes/activities are of most interest to website visitors in 2015, the coast and beaches are ranked slightly ahead of countryside with similar numbers highlighting King's Lynn. In terms of activities/themed areas of interest the three most popular areas indicated by users are.

- Nature and wildlife
- History and heritage
- Food and drink

2.4 New version of the website

Work has been taking place since June on developing a new version of the website. Most importantly this will be a responsive website optimised for viewing on mobile phones and tablets as well as desktops. (currently 42% of people access the website via desktop, 29.5% via mobile phone and 28.5% via table). In April, Google indicated it would favour responsive websites over non responsive websites in its search terms. Around 83% of current visitors to www.visitwestnorfolk.com are from organic searches. Development of the new version of the website is largely in response to these changes.

The new site will provide much more content on many of the villages within the Borough. This is aimed at improving awareness of visitor opportunities throughout the rural areas of the Borough.

2.5 **Mobile phone app**

Work on the new mobile phone app for the whole of West Norfolk will be progressing during the autumn. The aim is to use the same content database used for the West Norfolk website so that consumer information on facilities, services and events is consistent across online and down loaded formats.

3.0 **Location specific and attraction based marketing**

3.1 Distribution of the following publications has taken place throughout 2015.

- Where To Go and What to Do in West Norfolk - 200,000 copies
- Discover King's Lynn - 130,000 copies
- Hunstanton Mine guide - 42,000 copies
- Downham Market Mini Guide - 15,000 copies
- Lynn Lumiere (Art, Cities & Landscape) - 50,000 copies
- King's Lynn Guided walks - 15,000 copies
- King's Lynn Heritage open day - 11,000 copies
- Flightpath of the Spitfire Trail - 8,000 copies

The King's Lynn Pilgrimage Trail, King's Lynn Hanseatic Trail, King's Lynn Maritime Trail, Hunstanton Wolf Trail and Hunstanton Horticultural Trail continued to be printed and distributed with quantities of between 1,000 and 5,000 for each publication distributed each year.

3 **Partnership working**

3.1 West Norfolk are again working with Visit England. Most recently we have submitted a number of autumn experiences which Visit England will promote including.

- Lynn Lumiere – as part of Visit England's 'Heritage in Autumn' theme
- Castles and historic houses – as part of Visit England's 'Heritage in Autumn' theme
- West Norfolk's wildlife wonders – as part of Visit England's 'Rural escapes in Autumn' theme

3.2 The Borough Council of King's Lynn & West Norfolk are active partners in the Visit Norfolk partnership and have continued to support and work with Visit North Norfolk Coast & Countryside.

4 **Events**

4.1 A number of new or expanded events have taken place in King's Lynn for 2015. In addition to the main King's Lynn Festival, Festival Too, Poetry Festival and Fiction Festival and the Grand East Anglia Run, additional heritage events have included, an expanded to 2 days King's Lynn Hanse Festival (16 & 17 May), Magna Carta event celebration 13 & 14 June, 1940s day and RAF cadets Freedom Parade and launch of Spitfire Trail 17 & 18 July, Beer, Butchers & Barbers 12 & 13 September, Heritage Open Day and Classic Car event 13 September.

5 Other developments

- 5.1 Work on the Stories of Lynn is progressing well. It is expected that the new attraction will open for Easter 2016.
- 5.2 Improvement works to King's Lynn Bus station and links to the rail station have been completed. The new information office at the bus station includes new visitor information leaflet racking and a 24 hour touch screen information kiosk. The kiosk uses the same database content as the www.visitwestnorfolk.com website.
- 5.3 New pedestrian fingerpost signing for Hunstanton was installed in July.
- 5.4 The first stage application to the Heritage Lottery Fund under the Parks for People scheme for enhancements to the garden spaces (The Green, Esplanade Gardens and the cliff top to St Edmunds Chapel) at Hunstanton has led to an invitation to submit a more detailed second stage application in spring 2016.

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

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