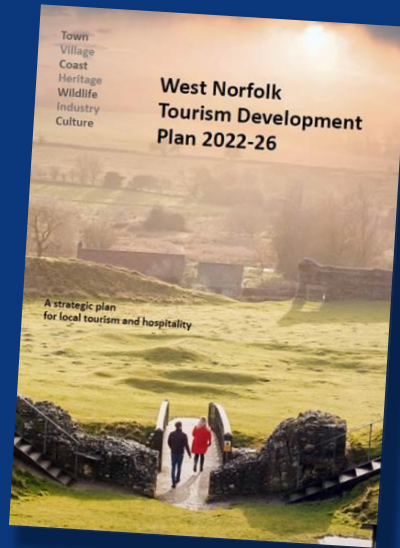


The West Norfolk Tourism Development Plan 2022-26



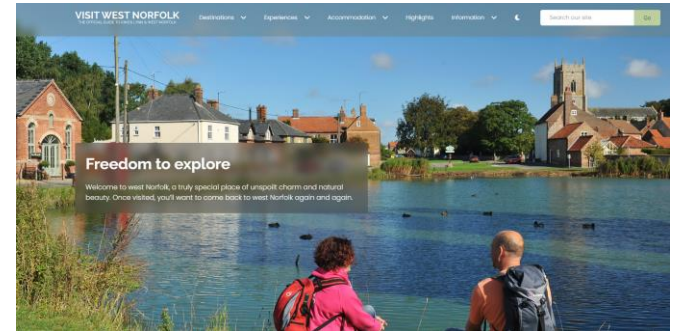
The Tourism Department, BCKLWN
September 13th 2022

Borough Council of
King's Lynn &
West Norfolk



An introduction to the Tourism Department

- The visitor-facing brand name being 'Visit West Norfolk'.
- A place marketing and visitor promotions dept., staffed by 2 full-time officers (Phil Eke and Bethany O'Brien).
- The department also supports wider tourism development and place improvement projects.
- Visit West Norfolk does not operate nor oversee local public-facing tourism enquiry services.
- Representation on wider strategic partnerships (i.e. VEE, VN, Norfolk Coast Partnership, WNTF).
- Operates within the financial resources available from BCKLWN revenue funding (£100k, of which £59k is salaries and associated costs for two staff).



An introduction to the West Norfolk Tourism Forum

- The WNTF forum is a long-standing area-wide business forum with an independent constitution.
- The BCKLWN supports this forum by providing administration of the meetings and resources for the WNTF AGM (held November each year).
- The forum exists as a voted-in membership model.
- The membership includes representation from a variety of businesses and institutions, including:
- Tourism/hospitality businesses, Chambers of Trade, the WN Hospitality Association, heritage groups, Town Councils etc.
- The tourism department presents a tourism marketing update report at each WNTF meeting and invites feedback and suggestions from the forum.
- The WNTF has been involved with the creation and review of each *West Norfolk Tourism Marketing Plan* in the past.



The Tourism Department promotional platforms



Visit West Norfolk Website



Explore West Norfolk Website



VWN Social Media Channels



Explore West Norfolk App



Walk West Norfolk App



*Sail The Wash Website
(admin/maintenance)*



*Visit Norfolk Website
(marketing partner)*



*Visit East of England Website
(marketing partner)*



*Where to Stay in West Norfolk
(printed booklet)*



*Discover King's Lynn
(printed leaflet)*



*Hunstanton Mini Guide
(printed leaflet)*



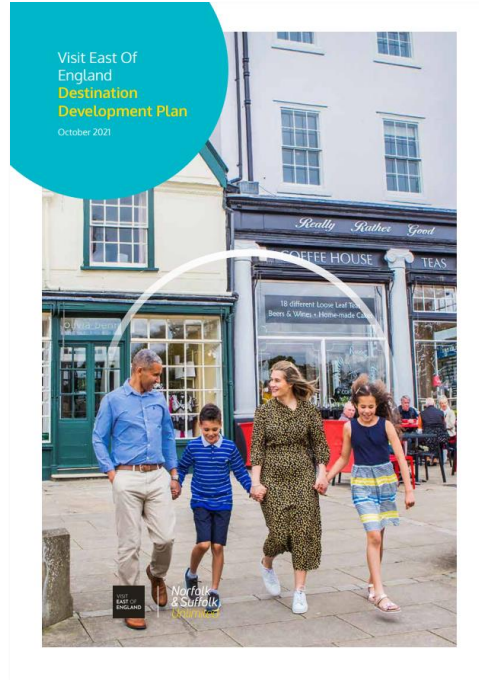
*Downham Market Mini Guide
(printed leaflet)*

Plus ad hoc printed titles of limited print-runs

Borough Council of
King's Lynn &
West Norfolk

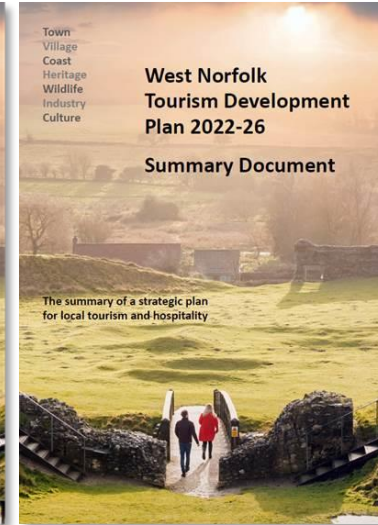
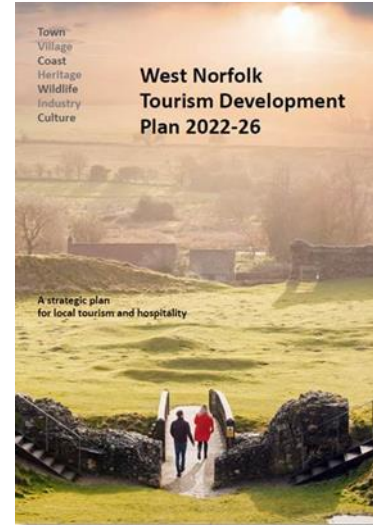


National and Regional Plans



What are the priorities of this west Norfolk tourism development plan?

1. 6 x key priorities that the west Norfolk Tourism Department aims to make a positive influence on.
2. To contribute support to existing groups, networks and partnerships.
3. The Tourism Department plays more of an active part of local/regional groups and networks than ever before, currently working with up to 25 groups and partnerships compared to around 10 such groups in recent pre-pandemic times. This plan attempts to outline that level of partnership working done with local groups.
4. The official summary of aims may help local groups and tourism businesses seek out more resources, as it sets clear aims for the area's tourism industry to support.
5. The plan identifies and uses data to inform campaigns, identify areas of concern or opportunities to support cases for funding to support projects or initiatives.
6. The overall outcome being to help boost local tourism spend 'per visit'.



What is the purpose of this West Norfolk Tourism Development Plan (WNTDP)?

- The WNTDP is a strategic plan developed through consultation with the WNTF and countywide tourism partnerships.
- The plan is a live document with an annual action plan which will update its aims based upon local area economic needs.
- The plan sets the direction of focus for the work of the Tourism department and other organisations.
- The plan can inform wider strategic operational plans and funding opportunities.



How have local tourism businesses given their input to this plan?

- The business-led **West Norfolk Tourism Forum** have given their input to this document throughout the past year.
- The New Anglia LEP-led formation of the '**East of England Destination Development Prospectus 2021**', produced after a great deal of local tourism business input and surveying across 2021, has also shaped this west Norfolk plan considerably.
- We also held a specific **workshop and presentation** of this plan for local tourism businesses in November 2021 at the West Norfolk Tourism Forum AGM Event (our tourism business contacts having been invited to attend this event).
- All of which is documented within this plan document.
- This plan is to be revised and adapted by local business input across the next 5 years, whether it be by business surveying, through their reps on the West Norfolk Tourism Forum, or through general communications with the tourism department via our fortnightly tourism business e-shots.



S W O T

Analysis of the Six Aims



S W O T

Analysis of the Six Aims



Innovation & Digitisation

Strengths

Recent upgrades in business-based wi-fi quality in the area. Easily updateable digital waymarking / monoliths to come in the towns.

Weaknesses

Lack of quality 4G/5g signal in areas of west Norfolk – notable along sections of the coast.

Opportunities

To strengthen digital communications for the local tourism industry. Possibility to fade out static printed messaging, etc.

Threats

Inaccessible digital tourism content or messaging for visitors in the area (if lack of signal). Lack of modern digital tools for businesses.

Visitor Accessibility

Strengths

Established west Norfolk walking trails offer prime opportunities to explore the varied landscapes of the area.

Weaknesses

Perception of inaccessible trails (or lack of up-to-date messaging promoting accessibility).

Opportunities

To 'link-up' west Norfolk further: Promote the expanded Norfolk Coast Path link, new LCWIP opportunities, new trails for coastal history, etc.

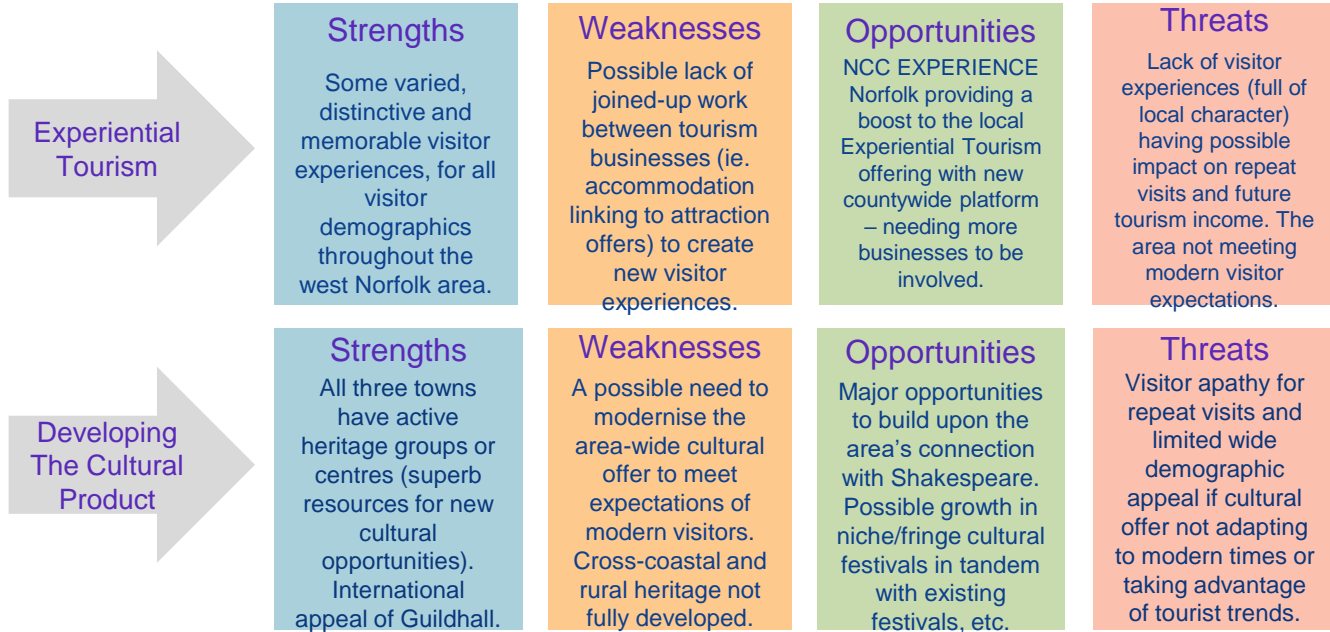
Threats

The perceived boom in visitor appeal for west Norfolk's rural areas being uncontrolled / unharnessed, rural visitor flow-thru not being aware of existing pathways.



S W O T

Analysis of the Six Aims



Conclusion: Post-review distribution of the plan

- 1. Incorporate any final changes requested by the borough council.
- 2. Make the plan permanently available for the general public from late Summer 2022 (both in current format and in a 10-page summary).
- 3. Printed & bound copies will be given out to businesses who attend the WNTF AGM evening event in autumn 2022.
- 4. A small surplus amount kept in stock for sending out upon request.

The next meeting of the West Norfolk Tourism Forum scheduled for late Summer 2022, upon which time the Tourism department will give its first updates to the forum committee members for feedback.



Any Questions?

