The West Norfolk Tourism Development Plan 2022-26



The Tourism Department, BCKLWN September 13th 2022



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)

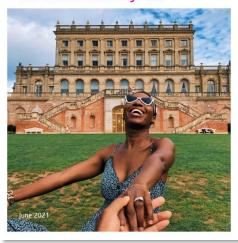
Downham Market Mini Guide (printed leaflet)

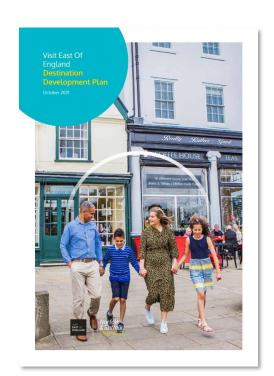


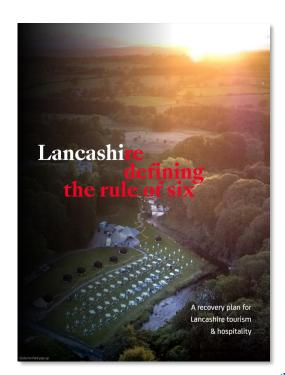
National and Regional Plans



The Tourism Recovery Plan





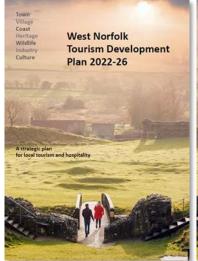


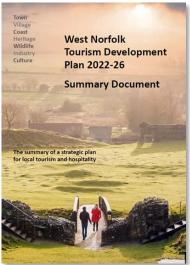


What are the priorities of this west Norfolk tourism development plan?

- 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'.

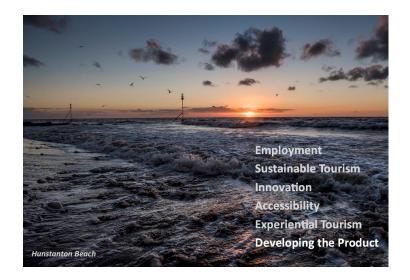






What is the purpose of this West Norfolk Tourism Development Plan (WNTDP)?

- 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.







Analysis of the Six Aims



Sustainable Tourism

Employment

/ Training

Strengths

Sustainability is kinder to the environment, with local produce and crafts providing a unique offer to visitors.

Strengths

The Tourism & Hospitality sector is a major employer in the area (19.5% of employment in west Norfolk).

Weaknesses

A perception that the existing west Norfolk infrastructure (rural and coastal) cannot sustain visitor growth.

Weaknesses

Reports of recruitment and retainment issues, and a reported lack of local staff training opportunities.

Opportunities

Proactive, 'positive solution' Responsible Tourism approach that can sensibly support continued visitor growth.

Opportunities

For the local Tourism Industry to join closer together; share skills/training opportunities together; to share the same messaging, to attract more staff.

Threats

A negative view of visitors/tourism throughout local communities. Wildlife perceived to be at risk from visitor pressure.

Threats

Current data from B2B surveys suggest that Hospitality could suffer a good deal more in the future (cost of living, energy crisis).





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.

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.

Visitor Accessibility





Analysis of the Six Aims



Experiential Tourism

Developing
The Cultural
Product

Strengths

Some varied, distinctive and memorable visitor experiences, for all visitor demographics throughout the west Norfolk area.

Strengths

All three towns have active heritage groups or centres (superb resources for new cultural opportunities). International appeal of Guildhall.

Weaknesses

Possible lack of joined-up work between tourism businesses (ie. accommodation linking to attraction offers) to create new visitor experiences.

Weaknesses

A possible need to modernise the area-wide cultural offer to meet expectations of modern visitors.

Cross-coastal and rural heritage not fully developed.

Opportunities

NCC EXPERIENCE
Norfolk providing a
boost to the local
Experiential Tourism
offering with new
countywide platform
– needing more
businesses to be
involved.

Opportunities

Major opportunities to build upon the area's connection with Shakespeare. Possible growth in niche/fringe cultural festivals in tandem with existing festivals, etc.

Threats

Lack of visitor experiences (full of local character) having possible impact on repeat visits and future tourism income. The area not meeting modern visitor expectations.

Threats

Visitor apathy for repeat visits and limited wide demographic appeal if cultural offer not adapting to modern times or taking advantage of tourist trends.



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.



