

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	<i>Regeneration and Development Panel</i>		
DATE:	12 th September 2023		
TITLE:	Update on the Work of the Tourism Informal Working Group		
TYPE OF REPORT:	<i>Policy Development</i>		
PORTFOLIO(S):	Tourism – Councillor Ring		
REPORT AUTHOR:	Duncan Hall, Assistant Director		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	No

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
<p>This report provides an update on the work of the Tourism Informal Working Group.</p> <p>The Group's Facilitator and officers will be present at the meeting to provide an update on work to date on creating the draft Action Plan.</p>
RECOMMENDATIONS:
<p>The Panel are requested to note the ongoing work of the Informal Working Group.</p>
REASONS FOR RECOMMENDATIONS:
<p>To ensure the Panel is kept up to date on the work of the Informal Working Group.</p>

REPORT DETAIL

1. Introduction

The Tourism Informal Working Group was established by the Regeneration and Development Panel and Environment and Community Panel with the following Terms of Reference:

1. To assist with the formation of a high-level strategy and action plan for Tourism in West Norfolk.
2. To address the tourism related Notices of Motion referred to the Panel from Full Council and report back to the Panel on their findings.
3. The Informal Working Group to comprise of six core members, be Chaired by an independent facilitator and draw in input from a range of Members as required.
4. The Informal Working Group can meet in person or remotely.
5. The Informal Working Group to report back their initial findings to the Regeneration and Development Panel in April 2023 and after that upon request from the panel.

6. The Informal Working Group will remain established until such time the Regeneration and Development Panel see fit, so that the Informal Working Group can conduct post evaluation reviews as required.

2. Summary of Work to date.

The Group have taken part in a number of Thematic Sessions, with guest speakers and experts invited as follows:

Employment and Training Session – 10th January 2023.

Sustainable Tourism Session – 1st February 2023.

Infrastructure Session – 28th March 2023.

Visitor Accessibility Session – 11th April 2023.

Agendas and Minutes are available for Members to view on the Mod Gov Intranet at [Browse meetings - Tourism Informal Working Group - Modern Council \(west-norfolk.gov.uk\)](#)

Further sessions are also scheduled to take place as follows.

Innovation and Digitisation Session – 12th September 2023

Experiential Tourism and Developing the Cultural Product – 17th October 2023

At each of the sessions potential actions and key points have been collated which will be used to create an Action Plan. The Informal Working Group are aiming to present their final report back to the Regeneration and Development Panel before the end of 2023.