

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

**Date:** 14<sup>th</sup> March 2016

**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 2015.

## 2 On-going marketing

### 2.1 2016 West Norfolk Holiday Guide

The 2016 West Norfolk Holiday guide featuring some striking new imagery, was delivered in early January. A total of 75,000 have been printed. Around 45,000 will be sent direct to households who request a copy as the result of the advertising and promotions. Around, 17,000 will be picked up by people visiting Tourist Information Centres nationally and 13,000 will be used by visitors once they are in West Norfolk.

### 2.2 2016 Where to Go & What to Do

These were printed early to ensure thorough distribution could take place before the Easter holidays. A total of 200,000 copies were printed. Around 170,000 copies are distributed to accommodation establishments, attractions, supermarkets, motorway service stations, rail stations and Tourist Information Centres throughout Cambridgeshire, Norfolk, Lincolnshire and parts of Leicestershire and Northamptonshire. The remaining 30,000 copies are distributed through our Tourist Information Centres and main local venues.

### 2.3 Discover King's Lynn

The format of Discover King's Lynn has been enlarged to accommodate information for the new Stories of Lynn. The print run has also been increased from 130,000 to 150,000. Again this was printed early to ensure thorough distribution could take place before the Easter holidays.

Again the Discover King's Lynn discount vouchers have been produced offering discounted admission to True's Yard Fisherfolk Museum, Stories of Lynn, Lynn Museum and the Custom House Maritime Displays as well discounted guide walks and free copies of the King's Lynn Maritime Trail guide.

### 2.4 Hunstanton mini guide and Downham Market mini guide

Both publications have been updated for 2016 and are being printed for use prior to the Easter school holidays.

### 2.5 Other publications

Again the Borough Council has arranged printing and distribution of the King's Lynn Town guides 2016 guided walks programme. Other trail guides including the King's Lynn Maritime Trail, Hanseatic Walking trail, Hunstanton Wolf Trail are being reprinted. An updated leaflet promoting The Lynn Lumière displays is being produced for 2016.

### 2.6 The existing [www.visitwestnorfolk](http://www.visitwestnorfolk) website saw an 18.5% increase in visits in 2015 compared with 2014.

### 3 New website

Work on the new responsive website for [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) which has been taking place over recent months is virtually complete. The website has an entirely new contemporary design. Content display is responsive to whether people are viewing it on a desktop, tablet or phone and is also responsive to whether it is being viewed in landscape or portrait format. Up to 65% of people per month access the website via tablet or phone.

Phillip Eke (Tourism Support Officer) will provide a short overview demonstration of the look and content of the new website. Key new features include a new 'Places' section with guides to many of the villages within West Norfolk, as well as towns of course, as well as much improved search and filter functions for events, attractions, accommodation and other services.

The website again provides links to view or download PDF versions of West Norfolk's publications. As 2016 publications have been produced these PDF versions have been adapted to ensure users do not have to rotate or turn sections to view them. (this was previously raised as an issue).

### 4 Mobile phone app

Work on the new mobile phone APP for the whole of West Norfolk has also been progressing. The basic structure and functionality of the APP is developed. All businesses and facilities which currently feature on the website will also appear on the new APP. Over the coming months a lot of work will take place to develop much more content for new businesses and services to feature, especially in the food and retail sector. This is being developed as an integrated on-line package so that information on business or services will feature across the website, APP and bus station kiosk.

The Apple (IOS) version will be released first during spring, with the Android version released prior to the main summer period

### 5 Other developments

5.1 Work on the Stories of Lynn is progressing well. The new attraction will open at Easter. ***Members of the Area Museums Committee are invited to a preview session on Wednesday 23<sup>rd</sup> March also organised for members of the Regeneration and Development and the Environment and Community Panels. The Town Hall will be open from 2.30pm to 4.00pm, Members are welcome to visit at any time during this period, and officers will be on hand to answer any queries.***

5.2 Following positive feedback from the Heritage Lottery Fund (Parks for People scheme) regarding stage 1 application for the Hunstanton Heritage Gardens Project to enhance the garden spaces (The Green, Esplanade Gardens and the cliff top to St Edmunds Chapel), the more detailed stage 2 application has been developed and submitted at the end of February. A decision on the application is expected in late June.

### 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

Tim Humphreys, Tourism Manager, Borough council of King's Lynn & West Norfolk

Tel: 01553 616643

E-mail – [tim.humphreys@west-norfolk.gov.uk](mailto:tim.humphreys@west-norfolk.gov.uk)