

## POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	19 <sup>th</sup> November 2024		
TITLE:	Tourism Informal Working Group Action Plan		
TYPE OF REPORT:	Monitoring		
PORTFOLIO(S):	Councillor Simon Ring		
REPORT AUTHOR:	Phillip Eke		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes/ <u>No</u>

### **REPORT SUMMARY/COVER PAGE**

PURPOSE OF REPORT/SUMMARY:			
<p>The report for the <i>Tourism Informal Working Group Action Plan</i> details the work conducted in 2023 across six Informal Working Group meetings and, more importantly, the actions that resulted from all of those tourism-related meetings (and the updated progress thus far in completing those actions).</p>			
KEY ISSUES:			
<p>There are 34 detailed key issues highlighted from page #4 of the submitted report, and these focus on six strategic aims highlighted as areas of work for the Tourism department:</p> <ul style="list-style-type: none"> <li>• Support for Employment &amp; Training within the Tourism Industry.</li> <li>• Sustainable Tourism and Environmental concerns.</li> <li>• Infrastructure – travel, connectivity and parking issues.</li> <li>• Visitor Accessibility – across all visitor needs and the desire to link the area up into accessible pathways and tourism campaigns.</li> <li>• Innovation &amp; Digitisation – support for emerging tech and highlighting innovation in the local tourism industry.</li> <li>• Experiential Tourism &amp; Developing the Cultural Product – encouraging businesses to create bookable visitor experiences and to support the cultural product across west Norfolk.</li> </ul>			
OPTIONS CONSIDERED:			
<ol style="list-style-type: none"> <li>1. Formal agreement and recognition by the Regeneration and Development Panel that the Tourism Informal Working Group Action Plan is a working plan of practical actions which should be supported by the BCKLWN.</li> <li>2. The Regeneration and Development Panel to consider an alternative process of working towards aims laid out by the tourism industry, which could mean a further commission of services from external business and local government engagement organisations, perhaps linked to the Local Government Association body.</li> </ol>			
RECOMMENDATIONS:			
<ol style="list-style-type: none"> <li>1: The Tourism Informal Working Group Action Plan should be formally agreed and recognised by the Regeneration and Development Panel as a working plan of practical actions and work towards solutions of issues identified in recent times by the local tourism industry.</li> <li>2. The Tourism Informal Working Group be disbanded as it has now concluded its work.</li> </ol>			

**REASONS FOR RECOMMENDATIONS:**

The action plan is a working document of practical actions and solutions to help both the Tourism department and tourism industry stakeholders achieve priorities and solutions to issues which have been identified in recent times by the west Norfolk tourism industry.

