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Action Plan

West Norfolk Tourism Development Plan 22-26

Borough Council of King's Lynn & West Norfolk

Heidi Bellamy

Final Report from Tourism Informal Working Group Sessions

Minor updates from Phil Eke / BCKLWN Tourism Department, August 2024

Background

A Tourism Informal Working Group (TIWG) was established in November 2022 to allow a thorough investigation of Tourism issues affecting the Borough and with the intention of developing a high-level policy and action plan.

It was agreed that the TIWG would be facilitated by an independent expert from the East of England Local Government Association Talent Bank¹ to allow all members to get involved in workshop sessions.

The actions detailed below have arisen from a series of workshops facilitated by Heidi Bellamy with the TIWG aligning to the six priorities in the [West Norfolk Tourism Development Plan 22-26](#). The initial themes covered were as follows:

- **Employment & Training**
- **Sustainable Tourism**
- **Infrastructure – travel, connectivity and parking**
- **Visitor Accessibility**

Following the May 2023 election, there was a pause in the work and a change in membership of the TIWG. To inform the new panel members of the work already undertaken, an update was given on the background to the work of the group, themes covered and actions arising. A further two sessions followed to explore:

- **Innovation & Digitisation**
- **Experiential Tourism & Developing the Cultural Product**

The evolving action plan would now benefit from being further refined by officers to provide clarity regarding the impact, delivery responsibility, timescale and resource implications. In particular whether activities might be directly supported by the council, through convening stakeholders, collaboration and partnership working, using existing assets and/or funding, securing input and investment from others, new fund applications etc. Also, there have been some 'quick wins' arising from the sessions meaning that some actions have already been delivered or are under development.

¹ The **East of England LGA Talent Bank** provides access to a shared pool of high quality associates in areas we know are a priority. It provides a quick and easy way to access additional capacity and expertise when you need it. Find out more at www.eelga.gov.uk/talent-bank

Given the change in political leadership over the timeframe the entire plan, which has arisen from across the 6 thematic sessions, will then need to be brought back to TIWG so that Elected members can review it and prioritise what they would like to recommend to the Regeneration & Development Panel.

Organisational buy-in will be imperative if the actions within this plan are to progress, as there is limited capacity within the tourism team and some of the suggested actions are outside their area of expertise. It is therefore recommended that a broader group of officers are involved from across other relevant directorates in the delivery responsibility and resourcing and that activities are embedded into Directorate plans.

See Appendix 2 for details of the guests and officers attending each thematic session.

			<i>in KL</i>									
Visitor Accessibility												
VA 1: <i>Align with gov plans for accessible tourism</i>												
VA 2: <i>Create a dedicated Accessibility section on www.visitwestnorfolk.com</i>	<i>Finish production of new access section</i>	<i>Finish production of new access section</i>	<i>Promote new VWN Accessible section</i>									
VA 3: <i>Encourage businesses to become more accessible</i>		<i>Promote new VWN Accessible section</i>										
VA 4: <i>Grow west Norfolk presence on AccessAble platform</i>		<i>Integrate such a platform with new VWN Accessible section</i>										
VA 5: <i>Promote existing disability awareness training to businesses</i>		<i>Engage with accessibility org stakeholders</i>										
VA 6: <i>Co-ordinate approach to Changing Places Toilets</i>		<i>Accessible facilities installed in Downham Market Town Centre</i>	<i>Changing Places facility installations in WN</i>	<i>Changing Places facility installations in WN</i>								
VA 7: <i>Progress other measures for increasing accessible landscapes and paths</i>		<i>Engage with disability org stakeholders</i>										
Innovation and Digitisation												
I&D 1: <i>Consider free wifi provision in KL town centre</i>		<i>LTPT Survey results? Research tech needed and costs</i>										
I&D 2: <i>Utilise digital totems in towns to promote tourism</i>	<i>KL Train Station totem installed - more to be installed</i>											
I&D 3: <i>Explore using VR</i>				<i>Guildhall Project to</i>								

and AR for tourism/heritage content				investigate AR or VR interpretation								
I&D 4: Promote ongoing digital support for tourism businesses	WNTF Business Event '24	Go Digital / Growth HUB Courses	Digital Support-themed e-shots	Go Digital / Growth HUB Courses	WNTF Business Event '25	Go Digital / Growth HUB Courses			WNTF Business Event '26	Digital Support Themed e-shots		
Experiential Tourism and Developing the Cultural Product												
ET & DCP 1: Enhance maritime content and promote KL as weekend heritage destination		Continue Production of Norfolk Coast Myths & Legends	Finish Production of Norfolk Coast M&L	Launch Event for NCM&L	Paid promotions of NCM&L				Paid promotions of NCM&L			
ET & DCP 2: Grow and promote Explore West Norfolk platform	Add new KLWW Pilgrim Trail to EWN	Add new trails to EWN	Paid promotions of EWN	Paid promotions of EWN			Paid promotions of EWN				Paid promotions of EWN	
ET & DCP 3: Support dev of interactive light and projection based installations (esp. out of season)			Input to West Norfolk Culture & Heritage Strategy	Input need in WN Cultural Strategy discussions								
ET & DCP 4: Take holistic approach to promoting the Guildhall complex as unmissable experience												
ET & DCP 5: Encourage growth of small-scale festivals and open air concerts		Support return of King's Lynn Hanse Festival	Input to West Norfolk Culture & Heritage Strategy	Explore Opportunities with Love Your Town scheme	20th Anniversary KL Hanse Festival							
ET & DCP 6: Promote awareness of, and possible participation in, the West Norfolk Tourism Forum	WNTF Business Event '24				WNTF Business Event '25		WNTF AGM Event '25	KL Hanse Business Summit Event	WNTF Business Event '26		WNTF AGM Event '26	

Key

BSIP - Bus Service Improvement Plan

EWN - Explore West Norfolk online platforms

LCWIP - Local Cycling and Walking Infrastructure Plans

LTPT - Long-Term Plan for Towns (LTPT) programme

NTBP - Norfolk Tourism Best Practice (county-wide working group)

SPF - Shared Prosperity Fund

VENI - Visitor Economy Network Initiative

WNTF - West Norfolk Tourism Forum

WNTISG - West Norfolk Transport & Infrastructure Steering Group

Appendix 1 - Original Notes of Actions from 2023 TIWG Sessions

Employment, skills and training					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
EST1	Reintroduce an Ambassador scheme as a certificated online course including training videos with an emphasis on local stories/ heritage /history/ natural environment	<p>Those in the tourism sector more confident in acting as ambassadors, better informed about the heritage of the area and able to offer enhanced visitor care.</p> <p>New advocates of all ages recruited</p> <p>Complementary content created for young people studying tourism related courses at the College of West Anglia CWA)</p>	<p>BCKLWN to update existing content and adapt for online delivery with supporting training videos and certification.</p> <p>BCKLWN to work with West Norfolk Tourism Forum (WNTF) and others to promote widespread uptake from accommodation, attractions and restaurant staff to taxi drivers. Link with the CWA to promote the content to students.</p>	First drafts of both online courses, with partner input, by Summer 23 (implementation subject to external funding)	<p>Funding required for video production, engagement with 'youth voices' and Tiktok/Insta media</p> <p>A different narrator, script and also some alternative clips required for version targeted at older demographic</p> <p>Potential opportunities to fund through UKSPF in 23/24</p>
EST2	Address negative perceptions of tourism careers and support opportunities for businesses to connect with students and other potential employees via the introduction of a Tourism Job Fair and/or several smaller events across the district	<p>Local businesses provided with the opportunity to promote their products and services in a local marketplace.</p> <p>Engaging environment to reach out to young people and others in regard to careers and employment within the</p>	<p>BCKLWN to explore potential for participating in the Visitor Economy Network Initiative and having 'Local Flavours' events in key settlements.</p> <p>BCKLWN to liaise with WNFT and CWA regarding hosting a Tourism Job Fair and</p>	<p>Draw on learning and explore whether West Norfolk could be included in VENI by September 23</p> <p>During June 23</p>	<p>Officer time plus potential additional resources - tbc</p> <p>Additional resources required</p>

		visitor economy	option to create online resources/campaign for CWA/other education providers/DWP etc		
EST3	Encourage tourism related work experience across a broad scope of potential career paths	Young people's customer service skills boosted, confidence built and personal development supported. This will also benefit adults returning to work.	BCKLWN to liaise with WNTF and CWA to identify opportunities that will benefit both students development and address skills needs for tourism businesses. BCKLWN to liaise with Norfolk County Council and West Norfolk Chamber of Commerce & Industry to ensure employer engagement.(NCC)	Channel through the Norfolk Youth Pledge and the Kings Lynn Youth & Retraining Pledge delivered by NCC.	Within existing resources, however the schemes detailed are time limited. Devolution Deal could create new opportunities for funding to sustain
EST4	Secure improvements to transport connectivity for those working in the tourism sector. Identify and promote a range of alternatives to car travel.	Solutions identified for those living in rural areas who have challenges getting to their place of work or study.	BCKLWN to work with NCC to influence the Bus Service Improvement Programme and the Local Cycling & Walking Infrastructure Plan BCKLWN to promote business involvement in e bike loan scheme planned for UK SPF 23/24	During 23/24 and 24/25 when Rural England Prosperity funding available (capital only) to complete rural active and green travel measures – working with NCC	UKSPF funding to resource revenue projects inc e- bike scheme

Sustainable Tourism					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
ST1	<p>Further explore the potential for a voluntary visitor contribution - either county wide or solely in BCKLWN – informed by learning from Edinburgh, Hackney, Lake District Liverpool, Manchester</p> <p>Prepare a briefing paper for TIWG outlining how a voluntary scheme would work, estimating level of income that could be generated and proposing how this might be allocated</p>	<p>Merits of a countywide scheme and interest from other LAs established</p> <p>Mechanisms for introduction, collection and administering of a voluntary levy identified</p> <p>TIWG equipped to make recommendations regarding a voluntary visitor levy to full council</p>	<p>BCKLWN to liaise with relevant county wide bodies such as Norfolk CEXs, Tourism Best Practice Group</p> <p>BCKLWN to consult further with local business inc WNTF and West Norfolk Chamber of Commerce</p> <p>Regeneration Team</p>	<p>Jan 2024</p> <p>Regeneration and Development Panel meeting post May election</p>	<p>Officer time initially, however a voluntary scheme would require resources to set up, collect contributions and administer</p>
ST2	<p>Develop campaigns to complement the Visit West Norfolk brand identity that encourage sustainable tourism</p> <p>Encourage businesses to adopt sustainable measures and use local, seasonal produce</p>	<p>Wide reaching responsible tourism messaging with visitors informed and their expectations managed</p> <p>Alignment with the Government's 2021 Sustainable Tourism Plan</p> <p>Contribute to county wide ambition to be the most sustainable environmental destination in the UK</p>	<p>BCKLWN to launch <i>Greener West Norfolk</i> and later link to Visit England sustainable campaign</p> <p>BCKLWN to work with WNTF and West Norfolk Chamber of Commerce to encourage businesses to adopt measures.</p>	<p><i>Greener West Norfolk</i> campaign launched on March 1st 2023.</p> <p><i>Greener West Norfolk</i> brand will transform into <i>Visit West Norfolk...Naturally</i> in September 2023.</p>	<p>Within existing resources</p>

	Promote the existing VisitBritain sustainable tourism award and work with Norfolk County Council on local green accreditation scheme	Local supply chains supported Sustainable tourism encouraged locally and best practice shared between business in the tourism sector	Profile schemes in liaison with VisitBritain and Norfolk County Council	As per schemes timelines	NCC Business Grants for businesses to achieve Green Tourism Award
ST3	Focus promotional activity and development support in areas that are able to accommodate growth and have visitor capacity Offer small grants for autumn and winter events across the district	An approach of dispersal rather than displacement adopted Visitors able to enjoy and access nature, whilst pressures are minimised Complementary offerings developed and diversification encouraged All season tourism encouraged in coastal, town and rural areas	BCKLWN to continue working with Protected Landscapes Visitor Pressures Working Group – framework to draw people away from vulnerable coastal areas Issue an informal survey to determine which parishes wish to promote aspects of their villages to visitors and establish the pressures faced BCKLWN to support town and parish council visitor development plans, subject to staffing resources	Ongoing September 23 April 23 – March 25	Officer time Officer time Funding available through the UKSPF and Rural England Prosperity Fund

ST4	<p>Continue to develop Explore West Norfolk with content to encourage responsible travel</p> <p>Further connectivity established between walking/cycling/bus travel and accommodation and key attractions</p>	<p>Visitors better equipped to make informed plans for active and/or responsible travel</p> <p>Foot and cycle paths integrated with The Coastliner 36 route</p> <p>More accommodation businesses detailed on the Explore West Norfolk map near to rural and coastal trails</p> <p>Additional priority cycling and walking routes identified for development</p>	<p>BCKLWN to capitalise on the Bus Service Improvement Programme, add links to Coastliner and other bus services to visitor information</p> <p>Through WNTF engage the sector in new 'Travel Norfolk' brand and also generate interest in being featured on Explore West Norfolk platform</p> <p>Lobby NCC for investment into other priority routes under the new Active Travel fund</p>	<p>June 2023</p> <p>Next WNTF meetings in July and October 23</p> <p>Ongoing from 2023</p>	<p>Officer time</p> <p>Budget to promote Explore West Norfolk platform and affiliated apps</p> <p>Funding through Rural England Prosperity for priority cycle/pedestrian route improvements £300,000 approved 2023-2025 Additional external funding required</p>
ST5	<p>Explore how planning and highway policy can better support and encourage sustainable visits</p>	<p>Visitor infrastructure developed with new opportunities for glamping and in areas that provide travel links, cycling and walking</p>	<p>BCKLWN Regeneration Team to collaborate with Local plan policy team and also NCC</p>	<p>Autumn 2023</p>	<p>Officer time</p>
ST6	<p>Consider how best to use the rivers, waterways and the Wash better as a focus for tourism with boat trips and tours</p>	<p>Encourage further development of the Sail the Wash (STW) website</p> <p>Additional profile given to existing visitor initiatives such as Maritime Trail</p>	<p>BCKLWN working with STW working groups to devise themes and campaigns</p>	<p>Meeting with STW working group April 23</p>	<p>Some existing marketing resources available for STW Seek to attract additional partnership investment</p>

		and Hanseatic Kings Lynn Creation of a new campaign to highlight Seafaring Heroes via the Norfolk Coast: Myths & Legends trail and visitor guide	BCKLWN tourism and graphics team plus artist input to create a distinctively illustrated and memorable product	This new product will be launched in 2023 (corresponding with new Coast Path link from King's Lynn to Snettisham).	Through existing budget and officer capacity Potential to garner future support from North Norfolk or NCC
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Infrastructure – travel, connectivity and parking

See also inter-related actions within other sections:- EST4, ST4, ST5

	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
ITCP1	Work to ensure tourism is part of an integrated approach in developing other relevant strategies and plans	<p>Address the issue of visitor needs being overlooked within some strategies and plans</p> <p>Tourism considerations included in forward plans for infrastructure</p> <p>Co-ordinated delivery, effective use of resources and greatest benefit to visitors, residents and businesses</p>	<p>TIWG Cllr - seek a place on the Car Parking Strategy working group</p> <p>BCKLWN officers to liaise further with Transport East² re identified challenges within State of Rail report, future connectivity study and tools to establish where to locate EV points. NCC to influence future Bus Service Improvement plans.</p>	<p>Post May election</p> <p>Ongoing liaison at relevant points in the planning and review cycle</p>	<p>Cllr time</p> <p>Officer time</p>
ITCP2	<p>Seek to influence the Car Parking Strategy and ensure the following issues are included within the scope:</p> <ul style="list-style-type: none"> • Car Parking needs in Hunstanton • Coach Parking in Kings Lynn • Overnight parking provision for camper vans • Potential for 'pop-up' car parks during peak visitor 	<p>Address issues that have been identified as impacting on the visitor experience</p> <p>Respond to the notice of motion for a campervan parking area</p> <p>Support the vibrancy and</p>	<p>BCKLWN officers across relevant Directorates and in consultation with bodies such as the Hunstanton Advisory Group</p> <p>Regeneration and Development Panel</p>	<p>Ongoing liaison with immediate effect</p> <p>Post May election</p>	<p>Officer time</p> <p>Cllr time</p>

² Transport East has a remit to ensure a joined-up transport network and secure vital investment in future infrastructure.

	<p>season</p> <ul style="list-style-type: none"> EV charging points to accommodate seasonal demand 	<p>vitality of the area</p> <p>Further contribute to revenue for the Borough Council</p>			
ITCP3	<p>Explore the potential for park and ride at Nar Ouse Regeneration Area (NORA) linked to the Active Travel Hub and aligned with priority bus route plans</p>	<p>Help visitors avoid congestion by providing a car park with a sustainable travel option through to historic centre</p>	<p>This is being delivered through the Towns Fund – Active Travel Hub phase 1 and will include 50 car parking spaces; the site can operate as an ‘informal’ park and ride</p>	<p>Delivery 2024/5 Programme and Project Delivery (Commercial and Housing)</p>	<p>Funded through the King's Lynn Town Deal</p>
ITCP4	<p>Cycling and walking infrastructure improvements as per the Kings Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the Norfolk wide LCWIP</p>	<p>Improve the connectivity and accessibility of the King's Lynn cycling and walking network for everyone</p>	<p>Prioritised programme of improvements led by NCC, in support with BCKLWN</p>	<p>Towns Fund Active & Clean Connectivity programme delivery 2023-26</p> <p>Levelling up Fund STARS project (Southgates & Gyrotory active travel schemes) 2024-2027</p>	<p>NCC team have access to funding for active travel measures</p>
ITCP5	<p>Behaviour change activities and interventions to inform and influence visitors regarding sustainable travel options</p>	<p>Greater understanding of the factors influencing journeys</p> <p>More visitors making car free journeys and a reduction in CO2 emissions, contributing to net zero aspirations</p>	<p>Active travel attitudinal study to investigate county wide perception of access to alternative travel means BCKLWN are participating in the Good Journey scheme Secure additional sign-up from key attractions</p>	<p>Report due June 23</p> <p>The campaign will go live in July 2023. Predominantly King's Lynn focus, based on criteria of</p>	<p>Led by NCC</p> <p>Officer time plus departmental budget.</p>

		Easy options for visitors to travel sustainably along with incentives such as attraction discounts	through WNTF Travel Norfolk – Online Journey planning tool which prioritises public and active travel modes over car use Behavioural Change campaign to sell the benefits of active travel	the project. Online June 23 July 23 - onwards	NCC funded
ITCP6	Consider other improvements such as: Develop the drop-off point for coaches at King Staithe Square with waymarking to the Baker Lane toilets Toilet facilities with flexible opening hours when busier or planned for events Provision of toilets and showers at Kings Lynn mooring pontoons	Group travel encouraged and information regarding existing drop off bays highlighted Toilets open reactively in response to visitor need More appealing mooring location for visitors wanting to visit the Wash or inland waterways	BCKLWN Officers to consider as part of plans on the historic riverfront with NCC Operations Team to roll out the automation of toilet opening and closing BCKLWN Regeneration Team	Ongoing Ongoing By 2026	Kings Lynn Town Deal funding in partnership with NCC Capital purchase to update building structures As part of the Kings Lynn Town Investment Plan

N.B Councillors were also keen that the expertise within BCKLWN is maximised to deliver strategies that are relevant to the local area – rather than relying on consultants. This is more of a preference in terms of approach rather than an action, so hasn't been threaded into the plan. Also, there was a feeling that tourism is an under-resourced area of the council and that additional capacity is required to develop partnerships and reach out to local businesses/communities.

Visitor Accessibility					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
VA1	<p>Strategic positioning - align to government plans for the UK to become the most accessible destination in Europe by 2025</p> <p>Learn from others – drawing on modelling, data and case studies such as the Suffolk Growth Partnership report, North York Moors Accessibility Project</p> <p>Future planning for tourism informed by the 3 pillars of accessible tourism</p>	<p>Key aim to increase inbound visits by disabled people by 33% - opportunity for West Norfolk to be actively involved in VEE operator networks focused on realizing this ambition</p> <p>Improvements to visitor accessibility informed by transferable good practice from across the UK</p> <p>Consideration given to:</p> <ol style="list-style-type: none"> 1. Customer welcome and interaction 2. Information, marketing and digital inclusion 	<p>BCKLWN tourism team working at borough, county and regional level</p> <p>Built environment, amenities and services are the 3rd pillar of accessible tourism – this is a wider council responsibility</p>	<p>Tourism department to explore May 2023</p> <p>from June 2023</p> <p>May 2023-March 2025</p>	<p>Consider a survey - liaise with VEE in May 2023</p> <p>Officer time</p> <p>Rural England Prosperity Fund (REPF) business grants, which will fund/support projects that improve visitor accessibility</p>
VA2	<p>Create a dedicated section on Accessibility on www.visitwestnorfolk.com and profile accessible attractions, activities, experiences, eateries and accommodation</p> <p>Develop and promote accessible</p>	<p>West Norfolk established as a welcoming accessible and inclusive destination</p> <p>Combating lack of information</p>	<p>BCKLWN tourism team with input from WNTF and drawing on Winning more visitors, then VisitEngland Accessible Tourism Toolkit, which will be shared with LVEP's³</p>	<p>Launch of the new section in tandem with VEE LVEP as a county-wide campaign summer 2023</p>	<p>Officer time</p>

³ Awaiting clarification regarding the Eastern England LVEP ([Local Visitor Economy Partnership](#)) – Visit East of England are the lead and Visit West Norfolk will need to be partners

	tourism itineraries as per other destinations	that results in “If I don’t know, I don’t go”			
VA3	<p>Develop a consistent message for cascade through networks to tourism businesses in BCKLWN regarding the value and benefits of accessible tourism</p> <p>Encourage West Norfolk Tourism Forum Members to develop their own Accessibility Guide, ‘Access for All’ sections on their own websites, and to list themselves with Euan’s Guide</p>	<p>Increased awareness of the benefits of being accessible</p> <p>Disabled people finding great places to visit and stay</p> <p>Tourism businesses better able to capitalise on the growth opportunities presented by offering a welcome to all</p>	<p>BCKLWN tourism team to review and cascade VisitEngland practical guidance on Accessible & Inclusive Tourism</p> <p>BCKLWN to work with WNTF and West Norfolk Chamber of Commerce</p>	<p>WNTF meeting July 2023 and onwards</p> <p>Work has commenced on an online access guide for VWN Further work as part of county-wide promotion of Accessibility Guides once VEE is an LVEP. Late summer 2023</p>	<p>Officer time</p> <p>Officer time</p>
VA4	Develop the West Norfolk presence on AccessAble which offers a range of options inc Destination Guides and creating itineraries from individual listings in a place or wider area.	A strong positive message and demonstration of the commitment to welcoming visitors with access needs	BCKLWN tourism team	When capacity allows	Officer time plus additional resources required
VA5	Promote existing disability awareness training to businesses that focuses on meeting the individual needs and requirements of those with disabilities and health impairments	Level of customer service across the tourism and hospitality sector raised and all visitors receiving a friendly and professional welcome	BCKLWN tourism team to promote options listed by VisitEngland with WNTF and West Norfolk Chamber of Commerce	Linked to launch of accessibility content in tandem with VEE plans	Officer time
VA6	Adopt a co-ordinated approach to	Make visiting West Norfolk a	3 CPTs planned for:	David Ousby	£40,000 awarded

	the location and installation of Changing Places Toilets in key visitor destinations BCKLWN and along key routes	more appealing proposition for those that need CPTs and their families	<ul style="list-style-type: none"> •King's Lynn (at the new Multi User Community Hub) •Hunstanton (Bust Station Redevelopment) •Downham Market (location TBC) 	Assistant Director Programme and Project Delivery	by Changing Places Fund
VA7	<p>Progress other measures such as:</p> <ul style="list-style-type: none"> •Introducing Beach wheelchairs at key resorts where they can be safely managed i.e. Old Hunstanton and Heacham •Town improvements that create accessible streetscapes and wayfinding •Accessible cycling infrastructure suitable for handcycles, recumbents and trikes •Easy Access Trails suitable for a range of visitor needs •Encouragement to provide hospitality sector to provide accessible food and beverage options 	<p>Visitors with access needs and their families enabled to enjoy the beach</p> <p>Travelling groups with access needs more likely to take longer trips/return to West Norfolk</p>	<p>David Morton Resort Services</p> <p>REPF active travel funding will be supporting improvements to important trails and routes in tourist areas</p>	<p>To be considered summer 23</p> <p>2023-2025</p>	<p>Capital investment required</p> <p>REPF</p>

N.B Councillors attending the workshop expressed an appetite to reintroduce the role of Accessibility Officer and mentioned that this post was responsible for producing the West Norfolk Access Guide. Given that accessibility has a universal community benefit, far beyond meeting visitor expectations, this may be something for the council wish to consider.

Innovation & Digitisation					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
I&D1	<p>Consider introducing free wifi in town centres.</p> <p>Sign-in process could connect to a centralised platform that has everything visitors needs to know about the town centre; from available car parking and itinerary ideas to event, restaurant, theatre, travel and hotel booking</p>	<p>Allows residents and visitors with limited mobile data to connect to the internet whilst in market town centres</p> <p>Sign-in process could be used to gather T-stats such as purpose of visit/age group/postcode etc</p> <p>Marketing opportunities created for promotions/local offers</p>	BCKLWN Regeneration Team working with Commercial and Operations	tbc	<p>Officer time plus additional resources required</p> <p>Potentially via UKSPF</p>
I&D2	<p>Digital signage is already planned for Kings Lynn rail station that will also promote what's on in the town.</p> <p>This approach will be replicated in Hunstanton and Downham Market</p>	<p>Enhanced communication connecting business, consumers, visitors and residents</p> <p>Ability to provide accurate, timely messaging inc promotion of events and related information such as parking availability, changes or cancellations.</p>	Kings Lynn Town Deal Board BCKLWN Operations Team Downham Market & Hunstanton Town Councils	Due for installation in Oct 23 – delayed	Kings Lynn Town Deal funding
I&D3	<p>Explore using virtual and augmented reality to create digital trails throughout town centres that celebrate history, culture and people</p> <p>Contactless and uses QR codes so anyone with a smartphone can take part</p>	<p>Profile the cultural and heritage assets through an innovative, engaging medium</p> <p>Offer new and unique experiences and improve the areas discoverability</p> <p>Attract new audiences and provide activities for specific segments such as families</p>	BCKLWN Regeneration & Tourism Team to encourage and support community or business based VR/AR digital experiences	2025-7 – timing needs to align with when regeneration schemes in KL will be completed i.e. the Guildhall, riverfront, Southgates	Officer time plus additional resources required or signposting interested parties to relevant grant funding

I&D4	<p>Provide digital support for local businesses so that they can grow their own digital presence this might include:</p> <ul style="list-style-type: none"> • Building an effective website • Using social media • Creating an online shopping portal 	<p>Visitor economy businesses digital assets, strategy and marketing developed and improved</p> <p>Greater digital presence for West Norfolk making it easier for visitors to access information</p>	<p>Norfolk County Council Go Digital project, funded by West Norfolk Shared Prosperity Fund</p>	<p>In delivery</p>	<p>Norfolk County Council officers and grant funding support secured until March 2025, potentially will continue through the Devolution deal</p>
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Experiential Tourism & Developing the Cultural Product					
See also inter-related actions within other sections:- ST6, I&D3					
	Action	Outcomes (Impact)	Delivery Responsibility (How)	Timescale (When)	Resources
ET&DCP1	<p>Promote King's Lynn as a weekend destination (Friday to Saturday 2-night staying trips).</p> <p>Develop Maritime stories and leverage connections with Canada and the Hanseatic league</p>	<p>King's Lynn rebranded as an 'unexplored destination'.</p> <p>The bold and distinctive character of King's Lynn emphasised and promoted</p>	<p>BCKLWN Town Deal Board branding group for King's Lynn</p> <p>BCKLWN Tourism Team</p>	<p>2024-25 and then ongoing</p> <p>High quality print production of the 'Norfolk Coast Myths & Legends' trails book planned</p>	<p>Town Deal funding for rebranding King's Lynn.</p> <p>Existing Visit West Norfolk budget with possible application to UKSPF or external funding streams</p>
ET&DCP2	<p>Support the creation of new experiential itineraries and packages for the whole of West Norfolk</p> <p>Promote use of the</p>	<p>Businesses (food & drink, attractions, accommodation) encouraged to work together to create itineraries and weekend offers that include public transport</p> <p>Visitors able to build itineraries that include heritage and history, rural</p>	<p>BCKLWN tourism team working with WNTF and interested stakeholders such as Hunstanton Heritage Centre</p>	<p>2024-25 tourism campaign</p>	<p>Officer time plus additional resources required Potential to fund through UKSPF</p> <p>Existing Visit West Norfolk budget</p>

	Explore West Norfolk , which provides accessible and customisable information and highlights the opportunities on foot, by bike or using public transport for exploring the countryside	areas and nature reserves plus hundreds of miles of walks and cycle routes and the Fen Rivers Way			
ET&DCP3	Support the development of further interactive light and projection based installations including a curated programme of out of season experiences between Sept to Mar annually, underpinned by a joined up and enhanced approach to providing visitor information	<p>Significantly enhance the cultural tourism offer and improve urban vitality</p> <p>Heritage assets celebrated, contemporary profile for town developed, new technology used to engage and skill-up local communities and young people</p> <p>King's Lynn established as a centre of excellence for town-scale light based public artworks</p>	BCKLWN officers working with Collusion	2023/24 develop long term vision for next 10 years connected into the cultural strategy Seek funding for 2024-2026 to deliver phase 1. Review progress and vision in 2026 Develop phase 2 to run 2026-2029.	<p>Officer time plus additional resources required for replacement projectors</p> <p>Potential to secure funding from a range of sources inc Arts Council England, New Anglia LEP, National Lottery Heritage Fund, UKSPF, local CSR & trusts</p>
ET&DCP4	Take a holistic approach to promoting the Guildhall complex and ensure it is profiled to visitors as an unmissable experience	<p>Maximise the potential of the Guildhall as a USP to draw visitors into Kings Lynn and the surrounding area</p> <p>The Shakespearean connection profiled as a key component of the future cultural tourism offer</p>	<p>BCKLWN culture officers and Guildhall commissioned Media company with Tourism officer support where possible</p> <p>Involve the emerging CIO for the Guildhall</p>	In delivery	Officer time

ET&DCP5	<p>Encourage mini festivals such as the Downham Market Gingerbread Festival, open air concerts and cinema</p> <p>Co-ordinate a calendar of cultural events events and focus on developing out of season experiences</p>	<p>A varied and exciting cultural portfolio of activities that appeal to a wide range of people inc families</p> <p>All season tourism encouraged in coastal, town and rural areas</p>	<p>BCKLWN tourism and culture officers working closely with King's Lynn, Hunstanton and Downham Market town councils</p> <p>BCKLWN tourism and culture officers</p>	2024-onwards	Officer time plus additional resources required. Potential to fund certain projects through UKSPF
ET&DCP6	<p>Promote participation in the West Norfolk Tourism Forum and link the forthcoming AGM with the launch of Norfolk Coast Myths & Legends and Guildhall development plans</p>	<p>Tourism and cultural sector businesses and organisations encouraged to engage and collaborate</p> <p>Understanding about the experiential and cultural development opportunities increased</p>	BCKLWN tourism team working with WNTF	2023-2024	Existing Visit West Norfolk budget

Appendix 2 - Thematic Workshops & Councillors, Officers & Guest Contributors

Employment, skills and training - 10 January 23		
<u>Councillors</u>	<u>Officers</u>	<u>Guests/Speakers</u>
<p>Judy Collingham, Ben Jones, Jim Moriarty Colin Sampson</p>	<p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Bethany O' Brien, Tourism Support Officer</p>	<p>Paul Searle – Vice Chair of the West Norfolk Tourism Forum and the views of West Norfolk Site Operators Association. Outlined the employment and training challenges for West Norfolk's tourism industry in terms of recovery from the impacts of the pandemic and the role of tourism industry-based apprenticeships.</p> <p>Helen Sims, Programme Manager Business, Hospitality and Travel & Tourism – College of West Anglia. Talked about the training and skills support offer available at the College including Travel & Tourism, Business, Tourism & Events and a range of Hospitality Qualifications.</p>
Sustainable Tourism and the Tourism Levy - 1 February 23		
<u>Councillors</u>	<u>Officers</u>	<u>Guests/Speakers</u>
<p>Judy Collingham Carol Bower Francis Bone Jim Moriarty Colin Sampson Paul Beal</p>	<p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jemma Curtis, Regeneration Programmes Manager Bethany O' Brien, Tourism Support Officer</p>	<p>Tourism Levy:- Michael Baldwin, West Norfolk Chamber of Commerce & Industry represented the views of the business community. Tess, Gilder, Chair of West Norfolk Tourism Forum, shared the views of their members.</p> <p>Sustainable Tourism:- Alec Birbeck, West Acre Estate Manager - on how a growing rural village estate is addressing visitor pressures, whilst encouraging increased footfall to theatre, art gallery, pub, brewery and other resident businesses.</p> <p>Adele Powell, Protected Landscapes Visitor Pressures Working Group - a verbal update on this existing coast-focussed group,</p>

		<p>referring to key points from the Limits of Acceptable Change Study.</p> <p>Steve Miller, Norfolk Tourism Recovery Best Practice Group - the background and aims of the existing group, and how visitor pressures could be looked at in the future across the area.</p>
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Infrastructure – travel, connectivity and parking – 28 March 23

<p><u>Councillors</u></p> <p>Judy Collingham Carol Bower Jim Moriarty Colin Sampson Paul Beal</p>	<p><u>Officers</u></p> <p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jason Richardson, Regeneration Project Officer Bethany O’ Brien, Tourism Support Officer</p> <p>Post session, a Teams meeting was held with Martin Chisolm, Assistant Director for Commercial and Operations to discuss the proposed actions arising</p>	<p><u>Guests/Speakers</u></p> <p>Suzanne Buck, Technical Programme Lead at Transport East joined remotely to provide an update on the Strategy and Connectivity Studies applicable to West Norfolk.</p> <p>Niki Park, Head of Passenger Transport at Norfolk County Council focused on the Bus Service Improvement Plan, outlining how the plans for West Norfolk will support current challenges of travelling around the county for residents who work in the tourism and hospitality sector, those travelling from rural areas to study and also visitors who wish to use a more sustainable mode of travel.</p> <p>Honor Howell, Assistant to the Chief Executive, gave an overview of the work to scope the Parking Strategy.</p>
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Visitor Accessibility – 11 April 23

<p><u>Councillors</u></p> <p>Judy Collingham Carol Bower Peter Gidney</p>	<p><u>Officers</u></p> <p>Duncan Hall, Assistant Director, Regeneration, Housing and Place Phillip Eke, Tourism Manager Jason Richardson, Regeneration Project Officer Bethany O’ Brien, Tourism Support</p>	<p><u>Guests</u></p> <p>Ross Calladine, Head of Business Support, Visit England and Government-appointed Disability and Access Ambassador – provided an overview of the pillars of accessible tourism and share examples of how other destinations have developed accessible tourism itineraries.</p>
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	Officer	<p>Richard Hunt, Strategic Lead: Visitor Economy, Suffolk Growth Partnership – offered a case study on the work they have undertaken to identify the significant value and benefits of a more accessible and inclusive visitor economy and the improvements planned.</p> <p>Tess Gilder, Chair West Norfolk Tourism Forum – talked about her experience of being involved in Church Farm Barns and represented the general views of the forum with regard to the opportunities and challenges.</p> <p>Rachel Gillis, Regional Development Lead - East Midlands and East of England and Pete Waters, Executive Director, Visit East of England also joined the workshop and took part in the small group conversations.</p>
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Innovation & Digitisation – 12 September 23

<u>Councillors</u>	<u>Officers</u>	<u>Guests/Speakers</u>
<p>Steven Bearshaw, Francis Bone Tony Bubb Judy Collingham Deborah Heneghan</p>	<p>Martin Chisholm, Assistant Director for Commercial and Operations - talked about the digital network used by the council inc. CCTV that provides footfall analytics and assists with traffic management control and plans to install digital waymarker monoliths. Phillip Eke, Tourism Manager - shared an update on how the tourism team are adapting to the needs of modern audiences by using a range of digital platforms. Bethany O' Brien, Tourism Support Officer Nicola Cooper, Place Based Investment Programme Officer</p>	<p>Morag McInnes, Business & Enterprise Lead and Mags Lambert, Project Manager at East Suffolk Council joined remotely to talk about the Smart Towns initiative, which includes free to use WiFi, footfall tracking sensors, analytics and retail apps and Digital Springboard, which provides training for businesses.</p> <p>Jason Fey, Company Director, Virtuam VR - gave an overview of how their interactive experiences draw visitors to the venue. Graham Bray on behalf of the West Norfolk Tourism Forum and Vicky Etheridge from King's Lynn BID/Discover King's Lynn also joined the workshop and took part in the small group conversations.</p>

Experiential Tourism & Developing the Cultural Product – 17 October 23

Councillors

Judy Collingham
Steven Bearshaw
Andy Bullen
Simon Ring

Officers

Duncan Hall, Assistant Director, Regeneration, Housing and Place
Jemma Curtis, Regeneration Programmes Manager
Phillip Eke, Tourism Manager - presented information on Visit West Norfolk Myths and Legends Project which was being developed.
Tim FitzHigham, Cultural Officer provided information on the relevance of the Guildhall site regeneration project to the future cultural offer for the Town and Borough
Bethany O' Brien, Tourism Support Officer

Guests/Speakers

Rachel Drury, Director and Cofounder of Collusion explained how they had been building the cultural capacity of the area by working with artists to develop their skills and producing town-scale artworks such as The Intergalactic Hanseatic League. Rachel also highlighted the potential for the town to become a centre of excellence for light projection based artworks.

Tess Gilder on behalf of the West Norfolk Tourism Forum and Amanda Bosworth from Hunstanton Heritage Centre also joined the workshop and took part in the small group conversations.