

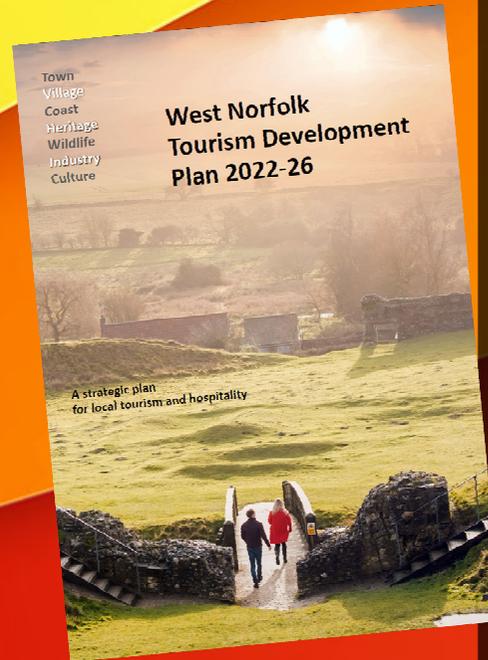


Borough Council of
King's Lynn &
West Norfolk



Tourism Informal Working Group: Action Plan

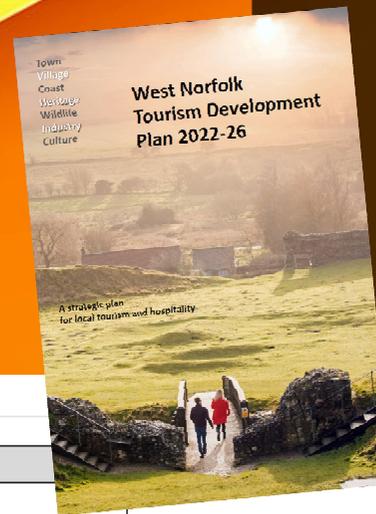
Brief Update
March 2026



Six Workshops in 2023 for Six Strategic Aims

1. Employment, Skills & Training.
2. Sustainable Tourism.
3. Infrastructure: Travel, Connectivity & Parking..
4. Visitor Accessibility.
5. Innovation & Digitisation.
6. Experiential Tourism & Developing the Cultural Product.

34 actions formed a complete plan, with last update to R&D Panel Nov 2024



34 Actions for Six Strategic Aims

Tourism Informal Working Group Action Plan 2024 to 2026

Action Plan for IWG Themes

Employment, Skills and Training

EST 1: Create a digital Tourism Ambassadors Course

EST 2: Increase involvement in Job Fairs and careers support events

EST 3: Help boost work experience within the sector

EST 4: Support improvements to transport

EST 5: Support staff skills in tourism industry

Sustainable Tourism

ST 1: Explore tourism levy options

ST 2: Promote sustainable tourism schemes

ST 3: Survey councils re: all-year-round tourism

ST 4: Promote responsible travel

ST 5: influence Highways & Planning policies for sustainable tourism

ST 6: Encourage waterways tourism

Infrastructure - Travel, Connectivity and Parking

ITCP 1: Work to integrate tourism into other policies

ITCP 2: Seek to influence Car Parking Strategy

ITCP 3: Explore NORA Park & Ride idea/links with Active Travel Hub

ITCP 4: Improve cycling and walking infrastructure

ITCP 5: Support visitor behaviour change for sustainable travel

ITCP 6: Consider toilet-related improvements in KL

Visitor Accessibility

VA 1: Align with gov plans for accessible tourism

VA 2: Create an Accessibility section on www.visitwestnorfolk.com

VA 3: Encourage businesses to become more accessible

VA 4: Grow west Norfolk presence on AccessAble platform

VA 5: Promote existing disability awareness training to businesses

VA 6: Co-ordinate approach to Changing Places Toilets

VA 7: Progress other measures for increasing accessible landscapes and paths

Innovation and Digitisation

I&D 1: Consider free wifi provision in KL town centre

I&D 2: Utilise digital totems in towns to promote tourism

I&D 3: Explore using VR and AR for tourism/heritage content

I&D 4: Promote ongoing digital support for tourism businesses

Experiential Tourism and Developing the Cultural Product

ET & DCP 1: Enhance maritime content & promote KL as heritage destination

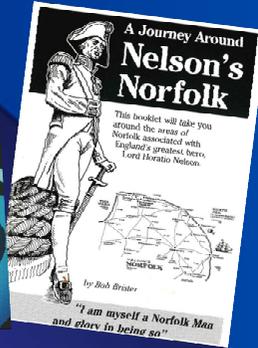
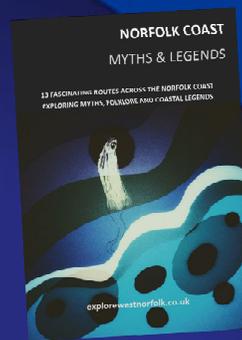
ET & DCP 2: Grow and promote Explore West Norfolk platform

ET & DCP 3: Support dev of interactive light & projection based installations (esp. out of season)

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

ET & DCP 6: Promote awareness of, and participation in, cultural/tourism business support/forums



Examples of work on Actions from the Working Groups:

E,S,T Action #1: Reintroduce an Ambassador scheme as a certificated online course including training videos, focus on local stories/heritage/history/natural environment.

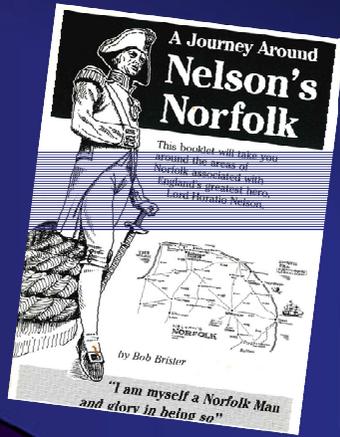
ST Action #6: Encourage waterways tourism: Hanse Festival, Sail the Wash and Pontoons Dryside Facilities.

ITCP #2 & #5: Seek to influence car parking strategies & support visitor behaviour change for sustainable travel.

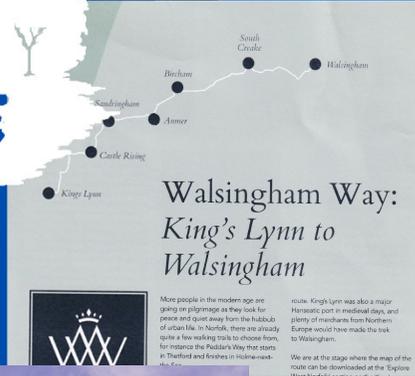
VA #1: Align with gov plans for accessible tourism: New tourism website planned for 2026.

I&D Action #3: Explore using tech such as VR, AR and projections for tourism/heritage content.

ET & DCP #1: Enhance maritime tourism appeal through new campaign.



EXPLORE
WEST NORFOLK

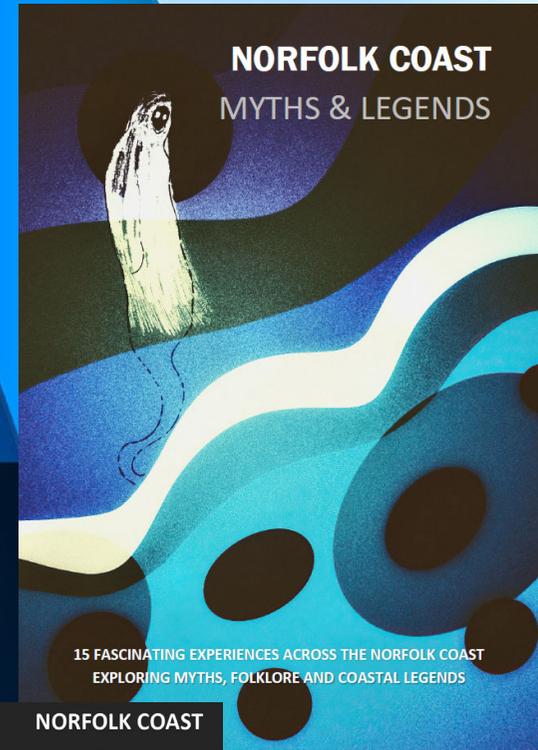


Actions from the Working Groups:



The West Norfolk Tourism Ambassadors Course

A totally free online course dedicated to the west Norfolk tourism industry. Test your knowledge of local tourism and gain a free certificate to add to your CV. tourismcourse.co.uk



15 FASCINATING EXPERIENCES ACROSS THE NORFOLK COAST
EXPLORING MYTHS, FOLKLORE AND COASTAL LEGENDS

NORFOLK COAST MYTHS & LEGENDS

15 FASCINATING EXPERIENCES ACROSS THE NORFOLK COAST
EXPLORING MYTHS, FOLKLORE AND COASTAL LEGENDS

2025 Tour

- Hunstanton Town Hall
Friday 19 September
- King's Lynn Globe Theatre Function Room
Sunday 26 October
- Wells Maitings (Klin Room)
Friday 14 November

explorewestnorfolk.co.uk



Challenges and future work on Actions

The Tourism Department's limitations since November 2024

Opportunities for place promotion leading up to the 2028 completion of the Guildhall Regeneration Project including increased focus on strategy #6: *Developing the Cultural Product*

Visit West Norfolk – future existence of place promotion brand and boundaries uncertain under LGR changes

A West Norfolk Tourism Development Plan for 2027-31: subject to LGR and Devolution as well as needed resources



www.visitwestnorfolk.com
www.explorewestnorfolk.co.uk

Thank You

