

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel
Tuesday, 12th September, 2023 at 6.00 pm
in the Town Hall, Saturday Market Place, King's Lynn

Reports marked to follow on the Agenda and/or Supplementary Documents

1. **Tourism Informal Working Group Presentation (Pages 2 - 6)**

Contact

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Update on the Tourism Informal Working Group - 12th September, 2023

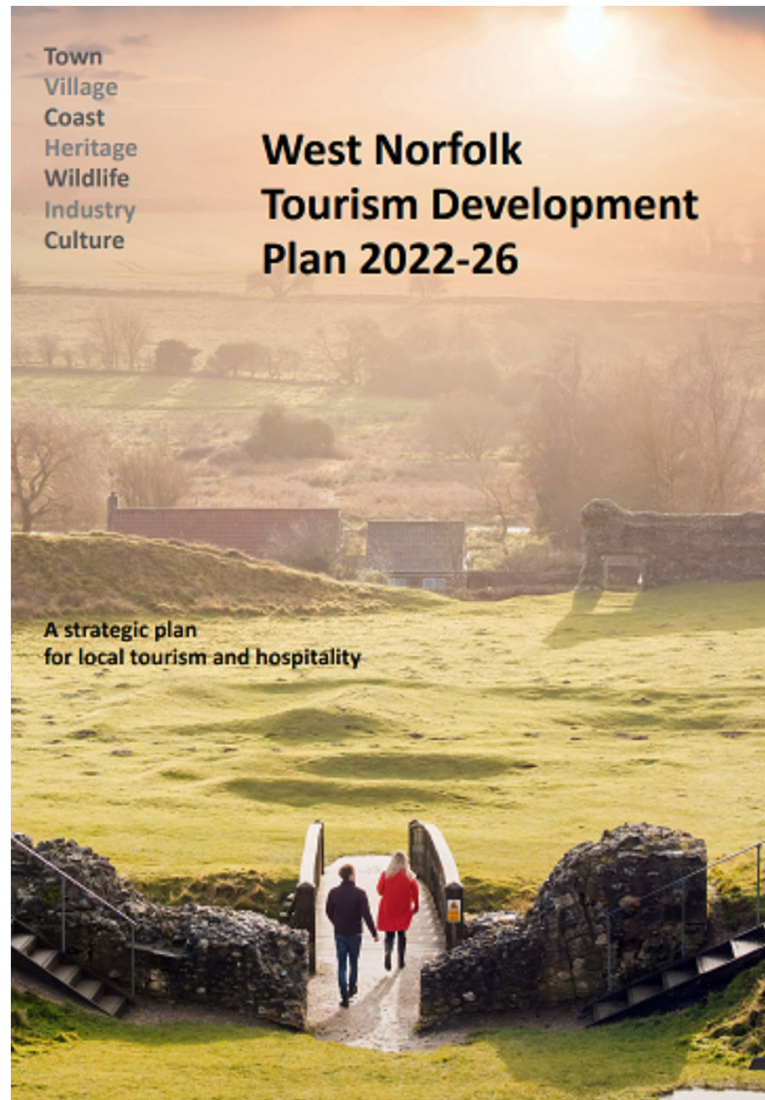
Heidi Bellamy – EELGA Associate

Remit of the Independent Facilitator



- Undertake desk based research and familiarisation with key documents
 - Inception meeting with CEX and Assistant Director
 - ω ➤ Stakeholder mapping – both internal and external including virtual meetings with relevant BCKLWN officers
 - Facilitate a series of in person workshops devised around relevant themes
 - Draft an Action Plan to deliver strategic priorities
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Themes for the TIWG sessions



- Largely aligning to the six priorities in the West Norfolk Tourism Development Plan
- Employment and Training – 10th January 2023.
 - Sustainable Tourism (inc Tourism Levy) – 1st February 2023.
 - Infrastructure - travel, connectivity and parking – 28th March 2023.
 - Visitor Accessibility – 11th April 2023.
 - Innovation & Digitisation – 12th September 2023
 - Experiential Tourism & Developing the Cultural Product - 17th October 2023

Format

- An introduction to the theme and short case studies by invited guests
- ‘World café style’ discussions to enable exploration of the challenges and identify the opportunities linked to each theme
- Synthesize the conversations to identify priorities and clarify what the actions might be
- Consider how the actions could be resourced

Questions?