



**Regeneration and Development Panel**  
**Tuesday, 19th November, 2024 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 Action Plan Presentation (Pages 2 - 5)**

**Contact**

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Borough Council of  
King's Lynn &  
West Norfolk



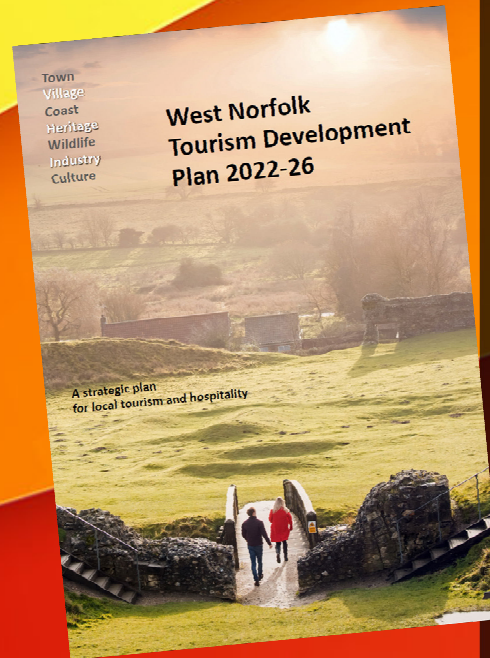
Agenda Item 8

# Tourism Informal Working Group: Action Plan

Brief Overview  
19<sup>th</sup> November 2024

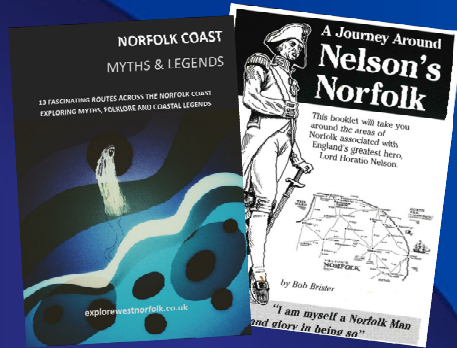


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# Six Workshops in 2023 for Six Strategic Aims

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.
- All workshops now complete, and all actions forming a complete plan.



# Example Action Set: **Experiential Tourism & Developing the Cultural Product**

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	Spring	Summer	Autumn	Winter
ET & DCP 1: Enhance maritime content and promote KL as weekend heritage destination		Continue Production of <i>Norfolk Coast Myths &amp; Legends</i>	Finish Production of <i>Norfolk Coast M&amp;L</i>	Launch Event for NCM&L
ET & DCP 2: Grow & promote Explore West Norfolk platform	Add new KLWW Pilgrimage Trail to EWN	Add new trails to EWN	EWN: paid promotions	EWN: paid promotions
ET & DCP 3: Support dev of interactive light and projection-based installations (esp. out of season)			Input to KL Culture & Heritage Strategy	Input to KL Culture & Heritage Strategy
ET & DCP 4: Promote Guildhall complex				
ET & DCP 5: Encourage growth of small-scale festivals and open air concerts		Return of KL Hanse Festival	Explore Love Your Town scheme	Input to KL Culture & Heritage Strategy
ET & DCP 6: Promote awareness of, and possible participation in, the West Norfolk Tourism Forum	WNTF Business Event '24		WNTF AGM Event '24	



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[www.explorewestnorfolk.co.uk](http://www.explorewestnorfolk.co.uk)

# Thank You

