

CABINET MEMBERS REPORT TO COUNCIL

23 January 2020

COUNCILLOR MRS EA NOCKOLDS CABINET MEMBER FOR CULTURE HERITAGE & HEALTH

For the period 28 November 2019 to 16th January 2020

1 Progress on Portfolio Matters.

Our Tourism department are working towards the 2020/21 holiday season. As you are aware printed marketing materials are produced for each year. The quantity of printed editions of the WN Holiday guide has been reducing over the last 5 years, just 25,000 are produced and delivered to many venues throughout the Greater Eastern region, as does the Where to go and What to do leaflet. The ever popular 'Discover Kings Lynn' map has a print run of 160,000 and will be published in early February. Mini guides for both Hunstanton and Downham Market will be updated and printed and distributed in Spring.

Our Visit West Norfolk web-site/phone app carries much more information of our area both for residents and visitors with information added and updated throughout the year. The total page views of the web-site during 2019 was 880,199, compared to 2018 which was 615,698. The majority of the page views were specifically for Venues/Accommodation/Events entries. 1,900 events have been promoted as entries on the web-site/phone app.

We need more rural tourism businesses to use our events database not only to promote their own events but to use it as a resource to promote upcoming events in their locality.

Two mobile phone apps and web-site, 'Explore West Norfolk' and 'Walk West Norfolk', which was funded from the LEADER EU funding programme during 2019, is part of the ongoing portfolio of visitor products for west Norfolk. During the first 8 months of these web-sites, over 14,460 users have accessed and downloaded the phone apps. In partnership with NCC Norfolk Trails department our Tourism department has added all 16 trails from the recent West Norfolk, 'Coastal Treasures' book onto the web-site.

The Tourism department continues to work closely with 'Visit Norfolk' and 'Visit East of England' to promote the county and wider area in a variety of joint campaigns which includes a new set of online 'Perfect Year-Round' short promotional films shot across Norfolk, which are shown via social media. The films can also be seen on visitwestnorfolk.co.uk. The department also submits articles in many national and regional publications including group/coach tour

operators.

We are working in partnership with Norfolk County Council with a project named PROWAD which is funded from a European Regional Development Fund. The overall objective of PROWAD is to support sustainable economic tourism growth in the North Sea region through engagement of small and medium enterprises, SME's, in nature conservation, 'Protect & Prosper'. Project partners are Denmark, Germany, Netherlands and Norway. The wider project includes UNESCO Wadden Sea World Heritage site. This project is taking advantage of the growing demand for outdoor and special interest tourism. Invitation has been sent out to small and medium businesses in west Norfolk to free nature focussed networking workshops who have an interest in tourism and nature conservation. The aim being to provide SME's with consumer trend data behind the growing demand. There are three different workshops first one being 28th January subject being 'Dark Skies' the next two will be for businesses connected with Nature Experiences and locally provided Food, Gastronomy and Drink.

2 Forthcoming Activities and Developments.

The Lynn Museum, which is 176 years old this month, continues to have free admission until end of March 2020 The free admission period is provided under the terms of the SLA between the Borough Council and Norfolk Museums Service. The Museum continues to host monthly Coffee, Cake and Collections, 'coffee mornings', which are held on first Wednesday of each month. Also a monthly 'Mini Museum' club aimed at under 5's is proving popular. The group meets on the second Tuesday of each month.

The Council are planning 3 events to commemorate the 75th anniversary of VE Day on the 8th May at the Town Hall with a thanksgiving service on the 10th May at All Saints Church. On August 15th arrangements are being made to commemorate the 75th anniversary of VJ Day which will include the lighting of the Borough Beacon at King Staithe Square. To support community groups to commemorate the 75th anniversaries a grant is available via the Norfolk Community Foundation as they administer grants on our behalf.

The Pantomime at the Corn Exchange was a huge success with attendance increase from 2018 of 20,631 to 22,399 this year, which brought an increase of approximately 15% of gross income. The construction of the Cinema in the Corn Exchange has started with the external scaffolding being constructed. Although the construction will continue until May the theatre will be open for business on 5th March.

3 Meetings Attended and Meetings Scheduled

Portfolio meetings with;

Lorraine Gore Chief Executive

Chris Bamfield Executive Director

Martin Chisholm Assistant Director
Duncan Hall Assistant Director
John Greenhalgh Assistance Director
Neil Grommet Managing Director Alive WN
Phillip Eke Tourism Officer
Claire Thompsett Central Parks & Open Space Manager

Cabinet

Regeneration & Development Panel
Environment & Community Panel
KL & WN Area Museums Committee
Downham Mkt. Town Council Liaison meeting
Hunstanton Town Council Liaison meeting
Visit Norfolk Board meeting
WN Tourism Forum Executive meeting
Heritage Learning Forum
KL Internal Drainage Board