

Regeneration and Development Panel

Norfolk Tourism Support Package

12th January 2021

Borough Council of
King's Lynn &
West Norfolk



Norfolk Tourism Support Package

Project Aim : moving forward strategic projects and supporting the economic recovery of Norfolk post the COVID-19 pandemic.

- £361,461 allocation for King's Lynn and West Norfolk
- **Eligible Activity:**
 - Package of immediate and high-impact measures to support the short-term and medium-term recovery of the tourism sector.
 - PPE, cleaning products, improve the presentation, cleanliness and hygiene of key tourism locations and the public realm; communication with visitors; business support grants; and increased staff costs relating to cleaning, marshalling and delivery of the tourism offer within public spaces.
 - support to extend Autumn/Winter 2020/1 season and early 'reopening' in 2021
- **Spend by 31st March 2021 (subject to review by Norfolk Leaders)**



Activity to date

- Business Adaption Fund
- Autumn & Winter Adaption Fund
- Cleaning products
- Outdoor Seating
- 'West Norfolk Welcomes'



WE ARE SUPPORTED BY
**WEST NORFOLK
WELCOMES**
funded by the Norfolk Strategic Fund



Business Adaption Fund

Aim: Adaptations and interventions to comply with social distancing or hygiene requirements brought about by the COVID-19 pandemic.

Criteria:

- Eligible for 50% of the cost of eligible activity, up to a maximum of £3k
- Employ less than 50 people
- Trading is based in the district
- Operate in the Tourism, Hospitality, Leisure, Cultural sectors, excluding accommodation

Eligible Costs: capital items relating to social distancing & hygiene requirements e.g.

- Shop-specific signage
- Barriers or “one-way” set ups
- Improvised waiting areas
- Interventions to support appropriately spaced outdoor service
- Hand sanitiser stations
- Point of sale protective screens
- Adaptations for serving food or drink
- PPE



Business Adaption Fund

- 27 Grant recipients
- £25,613 grants awarded
- £61,079 total project costs to businesses



Autumn & Winter Adaption Fund

Aim: To assist with the extension of the tourism season for their business into the autumn and winter months (defined as October, November, December, January and February), for activity that would otherwise not have happened.

Criteria

- 50% of costs of interventions of up to £3k Employ less than 50 people
- Trading be based in the district
- Operate in the Tourism, Hospitality, Leisure, Cultural and Visitor Economy sector excluding accommodation
- 50% funding towards any intervention to allow businesses to open across the winter months where they previously would not have done.

Eligible Costs:

Capital items to allow opening in the winter;

- Outdoor equipment (excluding heating and lighting) /Insulation /Weather-shielding equipment, such as wind breaks
- Items to support social distancing in the winter period i.e. temporary structures such as awnings or marquees.
- Online/Mobile-based interventions to reduce queueing
- Interventions to support clean travel to destinations



Autumn & Winter Adaption Fund

- 32 Grant recipients
- £59,719 grants awarded
- £203,144 Total project costs/investments made by businesses



Case Studies

King's Arms Shouldham:
<https://youtu.be/sOqgQ0jERxs>

Rose & Crown Snettisham:
<https://youtu.be/N6xGD0IPnFY>

The Swan Inn South Wootton:
<https://youtu.be/b8LjZzwBt8E>



Next Steps

- Focus on reopening of season
- Clean, attractive, safe tourism offer
- Seeking extension to 31st July 2021
- Projects include:
 - Public realm improvements
 - 'Safe, responsible tourism' signage
 - More outdoor seating equipment
 - Compactable bins for Hunstanton
 - Digital Signage in KL, Hunstanton & Downham Market
 - Heacham toilets upgrade





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**RESPECT
PROTECT
ENJOY**



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**LEAVE
NO
TRACE**



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**LEAVE
ONLY
FOOTPRINTS**



NOW AVAILABLE TO PRE-ORDER

Borough Council of
King's Lynn &
West Norfolk



Any questions?

Budget

<u>Item</u>	Norfolk Tourism Support Package Allocation
Tourism Adaption Business Fund	£45,000
Autumn & Winter Adaption Business Fund	£45,000
Digital Signage	£70,000
Signage (safe tourism, safe reopening / consumer confidence messaging)	£7,000
Cleaning Products	£10,000
Heacham Toilets Upgrade (provisional contribution subject to match funding)	£10,000
Waste facilities (compactable bins)	£50,000
Paid staff to clean	£43,000
Outdoor seating	£25,000
Street Furniture/Public Realm Improvements	£55,000
Total	£361,461

