

# The West Norfolk Tourism Development Plan 2022-26



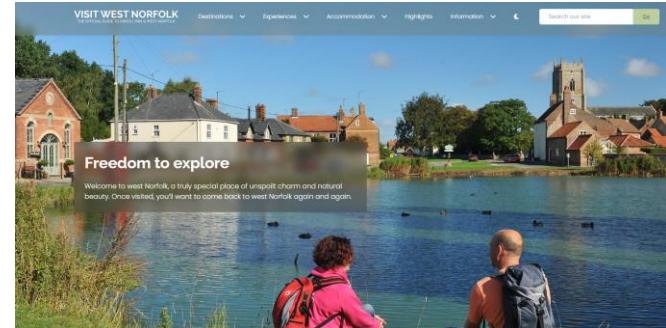
The Tourism Department, BCKLWN  
July 19<sup>th</sup> 2022

Borough Council of  
King's Lynn &  
West Norfolk



## An introduction to the Tourism Department

- The visitor-facing brand name being 'Visit West Norfolk'.
- A decades-old local area place marketing and visitor promotions dept., staffed by 2 full-time officers.
- Sometimes a part of local place enhancement or public realm projects.
- Visit West Norfolk does not operate nor oversee local public-facing tourism enquiry services.



# The Tourism Department promotional platforms



[Visit West Norfolk Website](#)



[Explore West Norfolk Website](#)



[VWN Social Media Channels](#)



[Explore West Norfolk App](#)



[Walk West Norfolk App](#)



[Sail The Wash Website  
\(admin/maintenance\)](#)



[Visit Norfolk Website  
\(marketing partner\)](#)



[Visit East of England Website  
\(marketing partner\)](#)



[Where to Stay in West Norfolk  
\(printed booklet\)](#)



[Discover King's Lynn  
\(printed leaflet\)](#)



[Hunstanton Mini Guide  
\(printed leaflet\)](#)



[Downham Market Mini Guide  
\(printed leaflet\)](#)

*Plus ad hoc printed titles of limited print-runs*

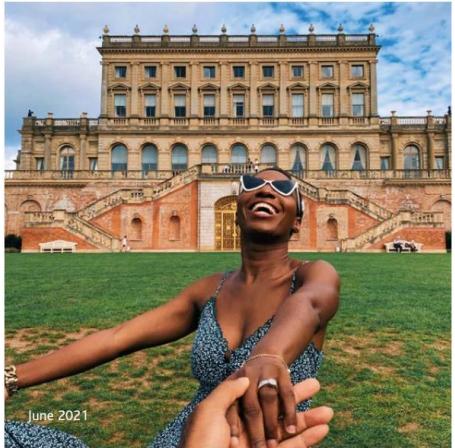
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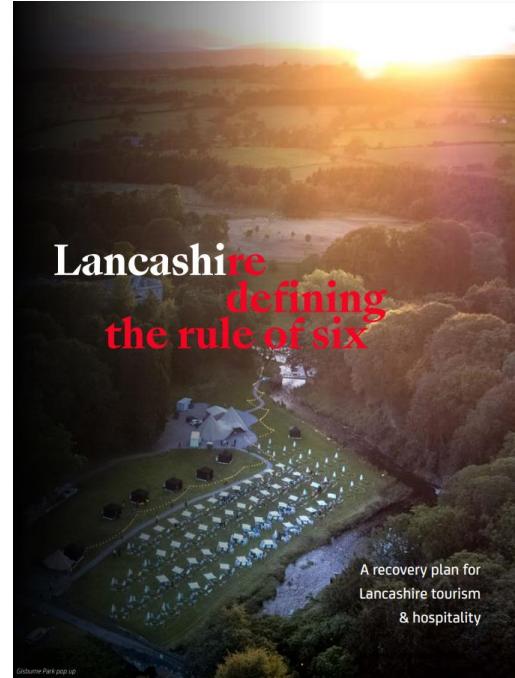
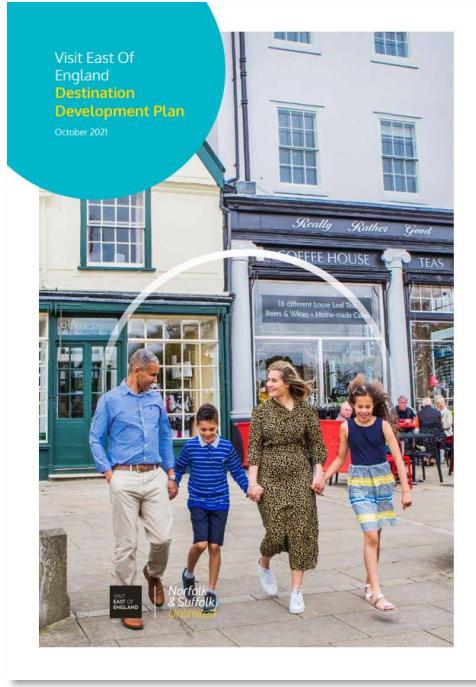
## Other current Tourism Plans



The Tourism Recovery Plan



June 2021

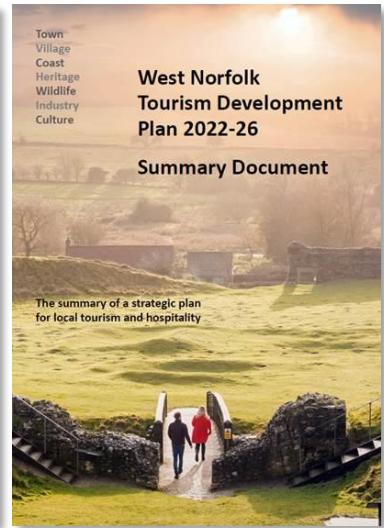
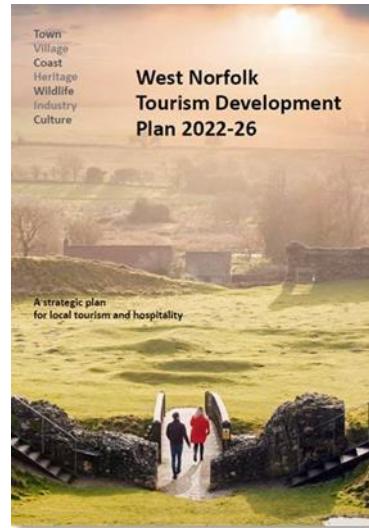


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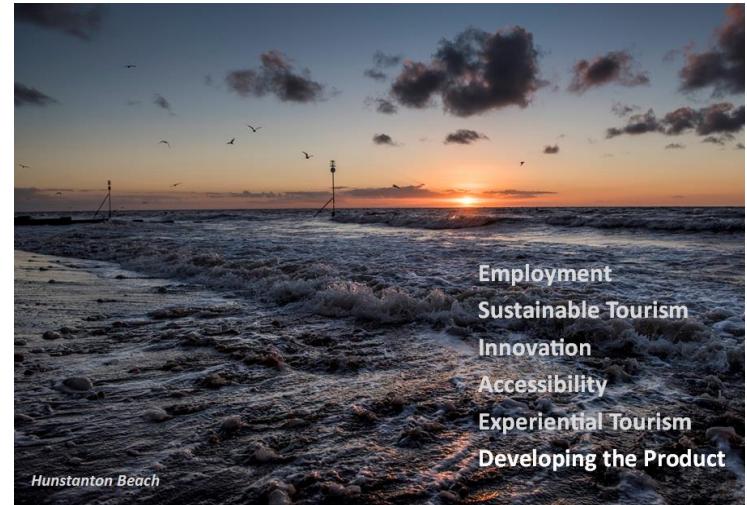
# What is the purpose of this west Norfolk tourism development plan document?

1. 6 x key aims that the west Norfolk Tourism Department wishes to make a positive influence on.
2. To help support existing groups and networks.
3. The Tourism Department plays more of an active part of local/regional groups and networks than ever before. This fact not reflected anywhere.
4. The official summary of aims may help local groups and tourism businesses seek out more resources.
5. We can highlight possible solutions, liaise, support networks with data, push certain promotional messages and highlight any upcoming grant/funding streams or support groups for businesses and organisations etc.
6. The overall outcome being to help boost local tourism back to pre-pandemic levels of trade.



# What is the purpose of this west Norfolk tourism development plan document?

- The Tourism Development Plan promises to outline a selection of main areas of concern expressed within the local or county-wide tourism industry with a departmental statement of intent to assist in any way it can.
- The document exists to be moulded and update its aims based upon future economic recovery.
- The plan document (and summary booklet) will be publicly accessible once reviewed by the borough council, for the general public and local businesses alike to be informed as to where the Tourism Department aims to direct support over the next 5 years.
- The plan could also inform external groups that Visit West Norfolk wishes to sit at the table with them.
- Printed and bound copies will be made available upon request.



## What does this tourism development plan NOT aim to provide?

- The Tourism Development Plan is NOT an operational plan.
- The Tourism Development Plan does NOT state that the Tourism Department are the leads on any of these key aims, but rather an intent to positively input, support or influence such issues.
- The Tourism Development Plan CANNOT change its 6 main aims by simply receiving individual suggestions, but through a review process with the West Norfolk Tourism Forum and possible workshops in the future.



## How have local tourism businesses given their input to this plan?

- The business-led **West Norfolk Tourism Forum** have given their input to this document throughout the past year.
- The New Anglia LEP-led formation of the '**East of England Destination Development Prospectus 2021**', produced after a great deal of local tourism business input and surveying across 2021, has also shaped this west Norfolk plan considerably.
- We also held a specific **workshop and presentation** of this plan for local tourism businesses in November 2021 at the West Norfolk Tourism Forum AGM Event (our tourism business contacts having been invited to attend this event).
- All of which is documented within this plan document.
- This plan is to be revised and adapted by local business input across the next 5 years, whether it be by business surveying, through their reps on the West Norfolk Tourism Forum, or through general communications with the tourism department via our fortnightly tourism business e-shots.



# Conclusion: Post-review distribution of the plan

- 1. Incorporate any final changes requested by the borough council.
- 2. Make the plan permanently available for the general public from late Summer 2022 (both in current format and in a 10-page summary).
- 3. Printed & bound copies will be given out to businesses who attend the WNTF AGM evening event in autumn 2022.
- 4. A small surplus amount kept in stock for sending out upon request.

The next meeting of the West Norfolk Tourism Forum scheduled for late Summer 2022, upon which time the Tourism department will give its first updates to the forum committee members for feedback.

