

## POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	8 <sup>th</sup> November 2022		
TITLE:	Establishment of a Tourism Informal Working Group		
TYPE OF REPORT:	Operational		
PORTFOLIO(S):	Leader – Councillor Dark		
REPORT AUTHOR:	Rebecca Parker – Democratic Services Officer		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	No

### **REPORT SUMMARY/COVER PAGE**

PURPOSE OF REPORT/SUMMARY:
<p>This report deals with the establishment of a Tourism Informal Working Group to deal with the number of Tourism related items scheduled on the Work Programme and previously discussed at meetings of the Regeneration &amp; Development Panel and the Environment and Community Panel.</p>
KEY ISSUES:
<p>The Regeneration and Development Panel recognise the importance of Tourism in West Norfolk and have held a range of discussions and come up with several ideas at Panel Meetings. Full Council have also referred two Notices of Motion relating to Tourism to the Panel for consideration.</p> <p>The establishment of an Informal Working Group will allow for investigation and consideration of these items in detail, outside of the time constraints of formal Panel meetings. Findings from the Informal Working Group will be presented back to the Panel for consideration as required.</p>
RECOMMENDATIONS:
<p>1. That the Terms of Reference for the Informal Working Group as set out in the report are agreed.</p> <p>2. Membership of the Informal Working Group will comprise:</p> <ul style="list-style-type: none"> <li>- representatives from the Regeneration and Development Panel.</li> <li>- representatives from the Environment and Community Panel.</li> <li>- a Ward Member from the King's Lynn, Hunstanton and Downham Market area.</li> <li>- a Ward Member from a Rural Ward that has a tourism offer or a coastal area.</li> </ul> <p>It is proposed that there are six core Members of the Informal Working Group, with the Informal Working Group drawing on different groups of Members for workshop sessions and input as appropriate.</p> <p>3. The Informal Working Group to be facilitated by an independent expert. This will allow all Members of the Informal Working Group and other Members to get involved in workshop and brainstorming sessions.</p> <p>4. The Informal Working Group to present an initial report back to the Panel in April 2023. It is proposed that the Informal Working Group will remain constituted beyond this date so that they can conduct reviews of any work carried out. The Informal Working Group to report</p>

back to the Regeneration and Development Panel as appropriate.
<b>REASONS FOR RECOMMENDATIONS:</b>
To allow a thorough investigation of Tourism issues affecting the Borough and develop a high-level Policy and Action Plan for Tourism in the Borough.

## **REPORT DETAIL**

### **1. Introduction**

Both Panels have discussed and brainstormed several Tourism related items at Panel meetings. Panel meeting time is often restricted and to provide a forum for Members to brainstorm, workshop and develop Policy it is proposed that a Tourism Informal Working Group be established.

The Informal Working Group will be hosted by the Regeneration and Development Panel, but is considered to be a joint Informal Working Group with the Environment and Community Panel.

### **2. Issues for the Informal Working Group to consider**

Council has referred two Notices of Motion to the Regeneration and Development Panel, and it is proposed that these Notices of Motion are considered by the Informal Working Group and a report presented back to the Regeneration and Development Panel with their findings. The Notices of Motion are:

- Introduction of a Tourism Levy
- Provision of overnight parking for suitably equipped camper vans.

Below is a list of some of the issues the Informal Working Group may like to consider:

- High Level Tourism Strategy and associated action plan
- Promoting and developing Sustainable Tourism
- The Strengths and Unique selling points for West Norfolk
- Investigation into specific opportunities/locations/offers in detail.
- Workshop sessions relating to access and sustainability of tourism in rural, urban, and coastal areas.
- Threats, challenges and striking the right balance of tourism in residential areas.
- Car parking and traffic management issues.
- Sustainable transport – active and clean travel.
- Visitor pressure strategies.
- Specific suggestions from Members.

### **3. Terms of Reference**

The proposed Terms of Reference for the Informal Working Group will be:

1. To assist with the formation of a high-level strategy and action plan for Tourism in West Norfolk.
2. To address the tourism related Notices of Motion referred to the Panel from Full Council and report back to the Panel on their findings.
3. The Informal Working Group to comprise of six core members, be Chaired by an independent facilitator and draw in input from a range of Members as required.
4. The Informal Working Group can meet in person or remotely.

5. The Informal Working Group to report back their initial findings to the Regeneration and Development Panel in April 2023 and after that upon request from the Panel.
6. The informal Working Group will remain established until such time the Regeneration and Development Panel see fit so that the Informal Working Group can conduct post evaluation reviews as required.