

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	Regeneration and Development Panel		
DATE:	11 th April 2023		
TITLE:	Update on the Work of the Tourism Informal Working Group		
TYPE OF REPORT:	Update from Informal Working Group		
PORTFOLIO(S):	Business, Culture and Heritage		
REPORT AUTHOR:	Duncan Hall		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:

This report provides an update on the work to date of the Tourism Informal Working Group.

OVERVIEW:

At its meeting on 8th November 2022, the Regeneration and Development Panel established a joint Tourism Informal Working Group with the Environment and Community Panel. The Terms of Reference for the Informal Working Group were agreed as:

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.

MEMBERSHIP AND MEETINGS HELD:

Members of the Informal Working Group are Councillors Beal, Sampson, Moriarty, Gidney, Jones, Collingham, Bone and Bower. The Working Group is Chaired by an Independent Facilitator.

Meetings and workshops have been held as follows:

- 15th December 2022 – Initial meeting.
- 10th January 2023 – Thematic workshop session – Employment and Training.
- 1st February 2023 – Sustainable Tourism and Tourism Levy
- 28th March 2023 – Infrastructure
- 11th April 2023 – Visitor Accessibility.

Further workshop sessions are to be scheduled to cover:

- Innovation and Digitalisation
- Experiential Tourism and Developing the Cultural Product.

Agendas and Minutes from the meetings are available for Members to view on Mod Gov.

RECOMMENDATIONS:

The Panel are requested to note the update.

REASONS FOR RECOMMENDATIONS:

To note the ongoing work of the Tourism Informal Working Group.