



**East of England** | Talent  
Local Government Association | Bank

# Update on the Tourism Informal Working Group - 12th September, 2023

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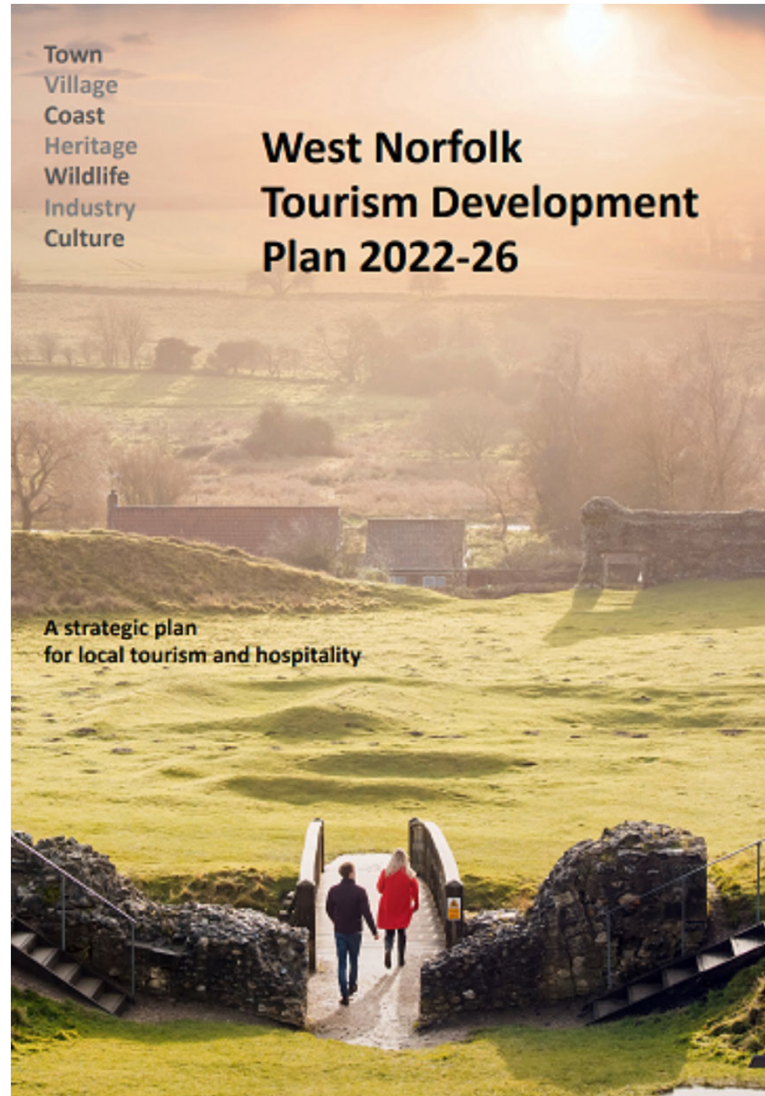
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# Remit of the Independent Facilitator



- Undertake desk based research and familiarisation with key documents
  - Inception meeting with CEX and Assistant Director
  - Stakeholder mapping – both internal and external including virtual meetings with relevant BCKLWN officers
  - Facilitate a series of in person workshops devised around relevant themes
  - Draft an Action Plan to deliver strategic priorities
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# Themes for the TIWG sessions



- Largely aligning to the six priorities in the West Norfolk Tourism Development Plan
- Employment and Training – 10th January 2023.
  - Sustainable Tourism (inc Tourism Levy) – 1st February 2023.
  - Infrastructure - travel, connectivity and parking – 28th March 2023.
  - Visitor Accessibility – 11th April 2023.
  - Innovation & Digitisation – 12<sup>th</sup> September 2023
  - Experiential Tourism & Developing the Cultural Product - 17th October 2023
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# Format

- An introduction to the theme and short case studies by invited guests
  - ‘World café style’ discussions to enable exploration of the challenges and identify the opportunities linked to each theme
  - Synthesize the conversations to identify priorities and clarify what the actions might be
  - Consider how the actions could be resourced
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# Questions?

