

Our Vision



Our aims

- To sustain existing tourism markets currently attracted to West Norfolk and to attract new markets where appropriate.
- To focus on actions, which will provide the maximum economic benefit, balanced with the social and environmental needs of the local economy.
- To ensure that growth is sustainable and is appropriate to the wellbeing of the host communities and environment.
- To support and encourage initiatives which enhance the quality of the tourism product.
- To use tourism as a mechanism to revitalise and support prosperity in key areas, to the benefit of residents, businesses and visitors alike.

West Norfolk Tourism Strategy 2005-10

To support the sustainable development of tourism in West Norfolk through priorities and actions which add to the economic, social and environmental wellbeing of the Borough

A strategy for the development and management of tourism in the Borough of Kings Lynn & West Norfolk

Tourism is of major importance to the West Norfolk economy, generating an estimated £396m in 2002. Tourism expenditure directly supports an estimated 5,835 full time equivalent jobs.

The industry is characterised by a large number of small owner-operator businesses with a few larger attractions, holiday parks and hotels. The borough offers a diverse range of experiences, including the traditional seaside resort, secluded coastal and countryside escapes, culture and heritage, events and nature based holidays. It is popular for second homes and retirement. The borough attracts a strong level of repeat business.

West Norfolk is marketed by the individual business within it, in partnership with other organisations, and direct to the consumer. The council works in partnership with other organisations where appropriate, to maximise the effectiveness of the available budget.

The key issues and policy responses identified within the Strategy are as follows:

Image, identity and marketing

- Policy 1: Rationalise marketing to ensure that products are effectively promoted to key target markets.
- Policy 2: Address branding issues and develop a brand strategy.
- Policy 3: Improve the delivery of information and ensure communication re-enforces the brand strategy.

Sustainability, heritage & environment

- Policy 4: Ensure sustainability is a higher priority when considering future tourism development
- Policy 5: Ensure marketing, development and visitor management is appropriate to the environment
- Policy 6: Work to support an increase in alternative and integrated transport options within West Norfolk.
- Policy 7: Support/develop schemes to enhance the preservation, interpretation and access to our heritage.

The development of King's Lynn

- Policy 8: Ensure tourism opportunities are promoted as a core strength to the economy and support improvements to the quality of the King's Lynn product.
- Policy 9: Develop, package and promote King's Lynn as a short break holiday destination
- Policy 10: Support and develop schemes to foster local pride and appreciation of King's Lynn.

Improving the quality of the visitor experience

- Policy 11: Undertake measures to support investment in product quality improvements.
- Policy 12: Support the awareness of and provision of business advice and training services.

The community

- Policy 13: Ensure that developments take full account of community needs.
- Policy 14: Identify and communicate details of positive benefits of tourism to local communities.
- Policy 15: Develop opportunities for the local community to be involved in tourism events/promotions.

Partnership working

- Policy 16: Ensure tourism opportunities are addressed by local, county and regional partnerships.
- Policy 17: Utilise partnerships to lobby for, support and implement specific initiatives.
- Policy 18: Review involvement in all partnerships, to ensure they meet clear needs and give value for money

A supporting document provides further detail and a prioritised Action Plan to this Tourism Strategy

The Strategy and Action Plan has been produced by the Borough Council of King's Lynn and West Norfolk on behalf of the West Norfolk Tourism Forum)