

WEST NORFOLK TOURISM STRATEGY - ACTION PLAN 2008 - 2010 (2008 version)

The action plan is based on the West Norfolk Tourism Strategy 2005 - 2010

Actions are identified for each of the 18 tourism strategy policy areas.

Actions are categorised and colour coded into 2 main categories - New actions (yellow) and on going actions (pink)

The current West Norfolk Tourism Strategy was developed to cover the period to March 2010. This action plan therefore is designed to identify actions for the year 2008/09 and 09/10. The action plan will be reviewed in February/March 2009.

New actions are identified in yellow to take place in either 2008/09 or 2009/10

WEST NORFOLK TOURISM STRATEGY - ACTION PLAN 2008- 2010 (Produced June 2008)

Priority - 1 = highest, 3 = lowest

KEY PRIORITY AREA 1 - IMAGE, IDENTITY & MARKETING

POLICY 1 - Rationalise marketing to ensure that products are effectively promoted to key target markets

	ACTION	Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Analyse responses to brochure questionnaire (introduced 2008) and utilise results to inform design and marketing for 2009	1			BCT	Initial analysis completed August 2008.
2	Introduce series of themed product leaflets and download PDF's (themes to be informed by questionnaire analysis)	2			BCT	Introduce 3 themed leaflets in 2008/09 and 3 in 2009/10
3	Develop a campaign promoting opportunities for visits to (Christmas) seasonal attractions in & around West Norfolk	2			BCT	Introduce public awareness campaign for winter 2008/09 and undertake travel trade marketing in winter/spring 2009 to promote winter 2009/10 visits.
ON-GOING ACTIONS						
1	Consider production format for Where to Go in West Norfolk (2009) edition, assessing potential of reducing to A2 format.	1			BCT	Production by 31st January 2009 and 2010
2	Plan annual lead generation campaign (brochure requests and web hits)	1			BCT	Target to generate 35,300 brochure enquiries in 2009 and 36,000 in 2010.
3	Investigate alternative options for enhanced joint East Anglia seaside campaign in partnership with other East Anglia resorts.	1			BCT/other destinations	Achieve improved performance compared with 2008 campaign.
4	Participate in Norfolk product based travel trade marketing.	1			BCT, NT	Continue to undertake travel trade marketing in partnership with Norfolk destinations
5	Work with districts in Cambridgeshire and Lincolnshire to support continuity of key Fens marketing activities following the closure of Fens Tourism Ltd.	1			BCT/FDC/SHD C/BBC/CCC/NC C/ LCC/PCC	2008/09 - Support FT Ltd directors to identify and agree asset transfer arrangements for physical and intellectual property. Confirm core activity for 2009 and establish mechanisms for continued cross Fens partnership working.

POLICY 2 - Address branding issues and develop a brand strategy

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Commission new photography to support key destination themes of Rural Escape, Sand and Sea and Time to explore	1			BCT	Commission new photography to be completed by September 2008
2	Develop brand essence resource kit (Images, logo's and standard text) for general use and use by industry	2			BCT	Develop new resource kit to be made available to businesses in autumn 2008

POLICY 3 - Improve the delivery of information and ensure communication re-enforces the brand strategy

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Develop West Norfolk Destination Management system	1			BCT/EET	Commission and manage development of West Norfolk Destination Management System ensuring it consolidates and builds on developments of the new regional destination management system.
2	Support/lead on commissioning and organising a comprehensive visitor survey to inform the marketing and development of Hunstanton's visitor product.	1			BCT	Commission survey work to commence winter 2008/09 and complete summer 2009.

KEY PRIORITY AREA 2 - SUSTAINABILITY, HERITAGE & ENVIRONMENT

POLICY 4 - Ensure sustainability is a higher priority when considering future tourism development

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Support the development and provision of environmentally sustainable best practice advise kits for tourism businesses.	2			BCT/NT/EET	Support production of advice kit in partnership with other organisations
2	Lobby Central Government via LGA, Tourism Alliance and Norfolk Tourism, EEDA/EET in respect of targets and schemes for reduction of trade waste. Explore and develop opportunities for businesses to use and develop waste recycling schemes.	2			WNTF	WNTF to research current guidance and position of key national lobbying groups, prior to embarking on/or supporting lobbying action

POLICY 5 - Ensure marketing, development and visitor management is appropriate to the environment

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS 2007/08						
1	Ensure marketing reflects the range of cycling and walking opportunities available within West Norfolk.	1			BCT	Development of themed marketing information (Linking into actions under Policy 1 - new action 2)
2	Encourage accommodation and attraction operators to offer facilities for cyclists and walkers, including participation in the national Cyclists Welcome and Walkers Welcome scheme.	2			BCT/WNTF	BCT to increase profile and awareness of Welcome Walker and Welcome Cyclist schemes through marketing materials.
3	Arrange for production of new leisure map based on Downham Market and surrounding area	1				Map to be published - summer 2008
ON-GOING ACTIONS						
1	Ensure tourism marketing and development supports the objectives and guidance provided in the Norfolk Coast AONB management plan, and the Wash Estuary Management Plan, in particular addressing and reviewing visitor zoning area issues.	1			BCT, WNTF	Continue to support increased provision of information and education for visitors to respect and enjoy sensitive areas.

POLICY 6 - Work to support an increase in alternative and integrated transport options within West Norfolk

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
ON-GOING ACTIONS						
1	Work with AONB, NNDC, and NCC to develop opportunities to strengthen awareness of the Coasthopper Service, in particular opportunities for increased ticket availability, joint promotions with attractions/facilities. Continue to lobby for support and investment in the service.	1			BCT, WNTF	Continuation and or expansion of service
2	Support opportunities for the development of additional public transport and non car based transport. In particular connecting to King's Lynn.	2			BCT, BCP, WNTF	Introduction of new services
3	Lobby for and support proposals for the development of cycle way links as appropriate to support tourism in the borough.	2			BCT,WNTF	New cycle links developed
4	Support development opportunities for the Peddars Way bus scheme to the northern section, Swaffham - Hunstanton.	2			BCT, NT, NCC	Introduction of service

POLICY 7 - Support/develop schemes to enhance the preservation, interpretation and access to our heritage

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Continue to support public access to South Gate, plan and manage introduction of public access to Red Mount Chapel and support promotion of the new King's Lynn Pilgrimage Trail	1			BCT/BCA NMAS	Ensure South Gate is open to the public a minimum 20 open days in 2008. Set up public access arrangements to Red Mount Chapel. Support the promotion of the Pilgrimage Trail following its launch in summer 2008.
2	Build on work of King's Lynn Heritage Forum to consider new heritage marketing opportunities throughout West Norfolk.	1			BCT/NMAS	Build on developments through Discover King's Lynn. Re-convene King's Lynn Heritage Forum and identify new joint heritage marketing opportunities

KEY PRIORITY AREA 3 - THE DEVELOPMENT OF KING'S LYNN

POLICY 8 - Improving the quality of the King's Lynn product

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Introduce King's Lynn Historic Hanseatic Town & 'Golden Past - Brighter Future' welcome signs at key entry points	1			BC/NCC	Consult on design and arrange installation of 3 new signs by December 2008
2	Develop King's Lynn Maritime trail as permanent pedestrian trail	1			BCT	Plan and implement installation of trail by March 2010

3	Support development of new trails (Pilgrims, Churches, Savage's)	2			BCT/BCA/NMAS	Support development of new trails.
4	Manage completion on stage 1 of the King's Lynn Cultural and Heritage Buildings Review. With partners consider and implement actions for more detailed stage 2 feasibility	1			BCT/NMAS/NRO/GQT	Stage 1 report due 30 June 2008.
ON-GOING ACTIONS						
1	Support progress with the King's Lynn waterfront development.	1			WNTF	Support proposals where appropriate

POLICY 9 - Develop, package and promote King's Lynn as a short break destination

Priority	2008/09	2009/10	Lead body	Targets/Milestone
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ON-GOING ACTIONS

1	Continue to produce Discover King's Lynn and the Discover King's Lynn discount voucher scheme	1			BCT/NMAS	Publication in February 2009 and February 2010
2	Continue to promote the profile and identify of King's Lynn as 'The Festival Town' and work to increase cross promotion of entertainment and festival events as part of the tourism product.				BCT/BCA/Festivals	Promote 'Festival Town' identify in all appropriate printed and web based information. Work with festival organisers and Arts and Entertainments Manager to identify specific actions for cross publicity and promotion.
3	Contribute to the marina development process	1			WNTF	Support proposals where appropriate

POLICY 10 - Support and develop schemes to foster local pride and appreciation of King's Lynn

Priority	2008/09	2009/10	Lead body	Targets/Milestone
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NEW ACTIONS

1	Contribute to organisation of the King's Lynn Hanseatic Festival in July/August 2009	1			BCT/BCR/BCA	Event takes place 31 July - 2 August 2009
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ON-GOING ACTIONS

1	Support participation in Heritage Open days	1			BCT, Civic Society	Continue to develop and promote Heritage open day events to achieve increased visits to sites compared with 2007.
2	Continue to support King's Lynn Town Guide and promotion of guided walks	1			BCT, KL TG	Continue to undertake design and printing of King's Lynn Town Guide leaflet

KEY PRIORITY AREA 4 - IMPROVING THE QUALITY OF THE VISITOR EXPERIENCE

POLICY 11 - Undertake measures to support investment in product quality improvements

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
ON-GOING ACTIONS						
1	Continue to operate an inspected only policy for promotion of accommodation businesses	1			BCT, WNTF	Increase the number of accommodation advertisers (inspected only) in the West Norfolk holiday guide. (2009 edition to see a net increase of 5 advertisers over 2008)
2	Support the Visitor Attraction Quality Assurance Scheme and promote participation in the scheme	2			BCT, WNTF	Build in additional prominence of VAQAS accredited attractions in West Norfolk promotional material

POLICY 12 - Support awareness of and provision of business advice and training services

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Work with Norfolk fire Service (in conjunction with NT) and local association to improve advice and understanding of requirements for visitor accommodation through the Fire Regulatory Reform	1				Work with NFS to produce guidance notes, distribute to all tourism businesses and consider opportunities for training workshops
ON-GOING ACTIONS						
1	Promote NT, NTAA, EET and other training schemes via Tourism Link newsletter	1			BCT	Regularly publicise training opportunities in Tourism Link (3 issues per annum)

KEY PRIORITY AREA 5 - THE COMMUNITY

POLICY 13 - Ensure that developments take full account of community needs

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Commence programme of public consultation towards production of new West Norfolk Tourism strategy for 2010	1			BCT/WNTF	Commence spring 2009, subject to and informed by developments anticipated through the review of Local government in Norfolk.

POLICY 14 - Identify and communicate details of positive benefits of tourism to local communities

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
ON-GOING ACTIONS						
1	Continue to subscribe to Volume and value economic impact analysis	2			BCT	Receipt of results based on 2007 data analysis (expected Feb/March 2009)

POLICY 15 - Develop opportunities for the local community to be involved in tourism events.

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Develop public awareness of Hanseatic heritage, through development of events and PR in connection with the King's Lynn Hanseatic Festival (see policy 10 - action 1)	1			BCT/BCA/Community	Planning of event commences spring 2008. Event to take place 31/07/09 - 02/08/09
ON-GOING ACTIONS						
1	Continue to support the delivery of the Great East Anglia Run	1			BC	2008 and 2009 events
2	Actively promote events through publications, website and dedicated events guides	1			BCT	Enhance format of Hunstanton events guide, publishing two editions in 2008
3	Continue to organise the Ambassadors training programme	1			BCT	Continue to deliver at least six sessions per year. Achieve 400th delegate during 2008-09

KEY PRIORITY AREA 6 - PARTNERSHIP WORKING

POLICY 16 - Ensure tourism opportunities are fully addressed by local, county and regional partnerships

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
NEW ACTIONS						
1	Ensure new Leader funded programmes covering parts of West Norfolk address opportunities for supporting the development of tourism infrastructure and facilities in West Norfolk.	1			BCT/Fens Leader/Brecks leader/ Norfolk Coast Leader	During 2008/09 to ensure opportunities are incorporated into Leader development programmes.
2	Work to ensure that the needs of tourism businesses and the opportunities for destination marketing are given the maximum profile during the process of Local Government review in Norfolk.	1			WNTF and other local partnerships	Ensure active engagement in consultation following announcements from Boundary Commission in July 2008.
ON-GOING ACTIONS						
1	Work to achieve transitional arrangements following closure of Fens tourism Ltd (See policy 1- on going actions 5)	1			BCT	Transitional arrangements to be agreed by 30 September 2008.
2	Continue to be active members of Norfolk Tourism	1			BCT	Continue support pending completion of Tourism in Norfolk review
3	Continue to be partners in the Norwich and Norfolk Conference and meetings bureau	1			BCT	Continue support 2008/09. Review for 2009/10
4	Support Brecks Tourism partnership	3			BCT, BT	Continue to support, subject to annual review and annual business plan

POLICY 17 - Utilise partnerships to lobby for, support and implement specific initiatives

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
	ON-GOING ACTIONS					
1	Increase the profile and representation of WNTF in local, sub-regional and regional planning and decision making process	1			BCT, WNTF	

POLICY 18 - Review involvement in all partnerships to ensure they meet clear needs and give value for money

		Priority	2008/09	2009/10	Lead body	Targets/Milestone
	ON-GOING ACTIONS					
1	Annual review of partnership working	1			BCT/WNTF	Review all for 2009/10

List of abbreviations

AA	The AA (Automobile Association)
BCT	Borough Council tourism service (Regeneration services)
BCP	Borough Council planning service
BCA	Borough Council Arts service
BCL&OS	Borough Council Leisure and Open Spaces service
BB guides	Blue badge guides
BTP	Brecks Tourism partnership
CS	Civic societies
DMRP	Downham Market regeneration partnership
EH	English Heritage
EEDA	East of England Development Agency
EET	East of England Tourism
FT	Fens Tourism
GQT	Green Quay trust
HRP	Hunstanton Regeneration Partnership
Industry	Businesses and organisations throughout the West Norfolk tourism industry
KLRP	King's Lynn Regeneration partnership
KLTG	King's Lynn Town Guides
NCAONB	Norfolk Coast Area of Outstanding Natural Beauty
NCC	Norfolk County Council
MMAS	Norfolk Museums and Archaeology service
NFS	Norfolk fire Service
NRO	Norfolk records Office
NT	Norfolk Tourism
NTR	National Trust
VB	Visit Britain