

Appendix 5

Local Investment Priority

Programme

Delivery Partner

Timescale

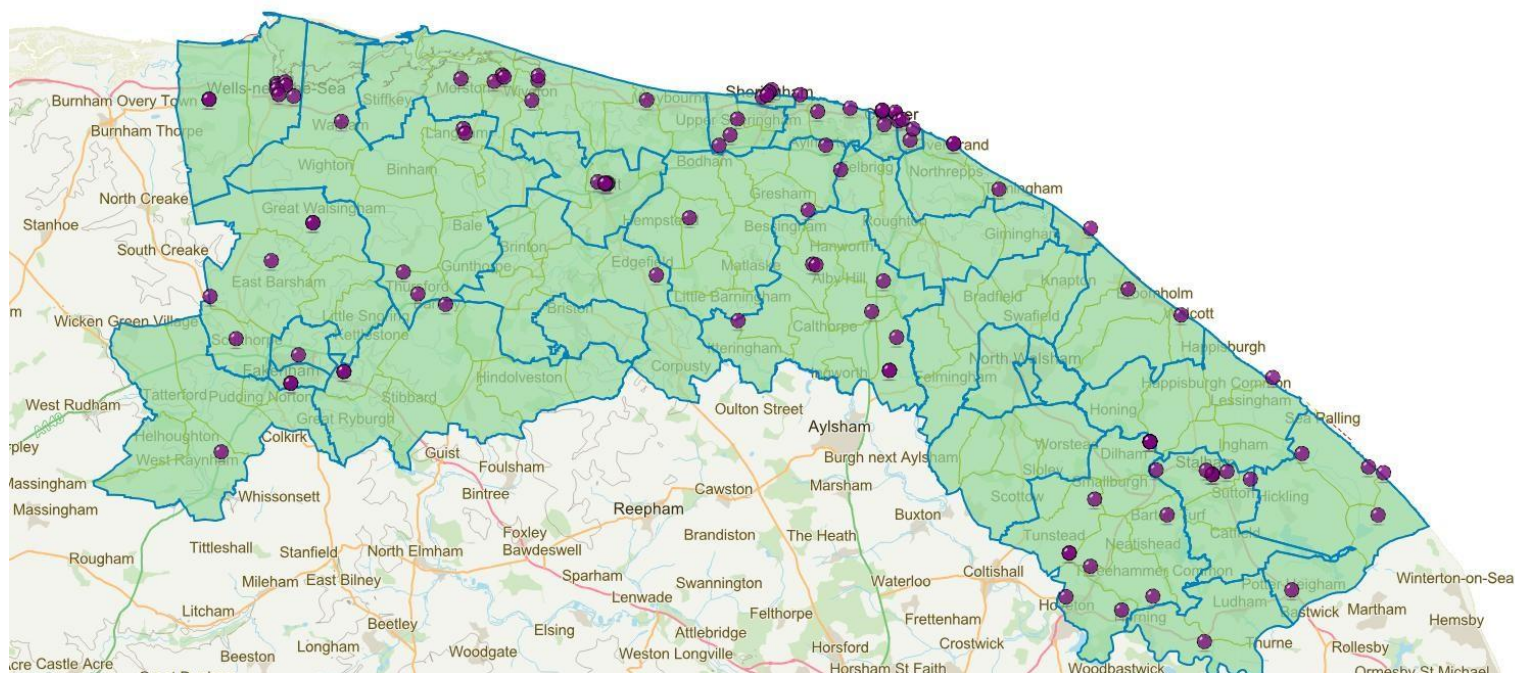
Funding

Outcomes

Added value

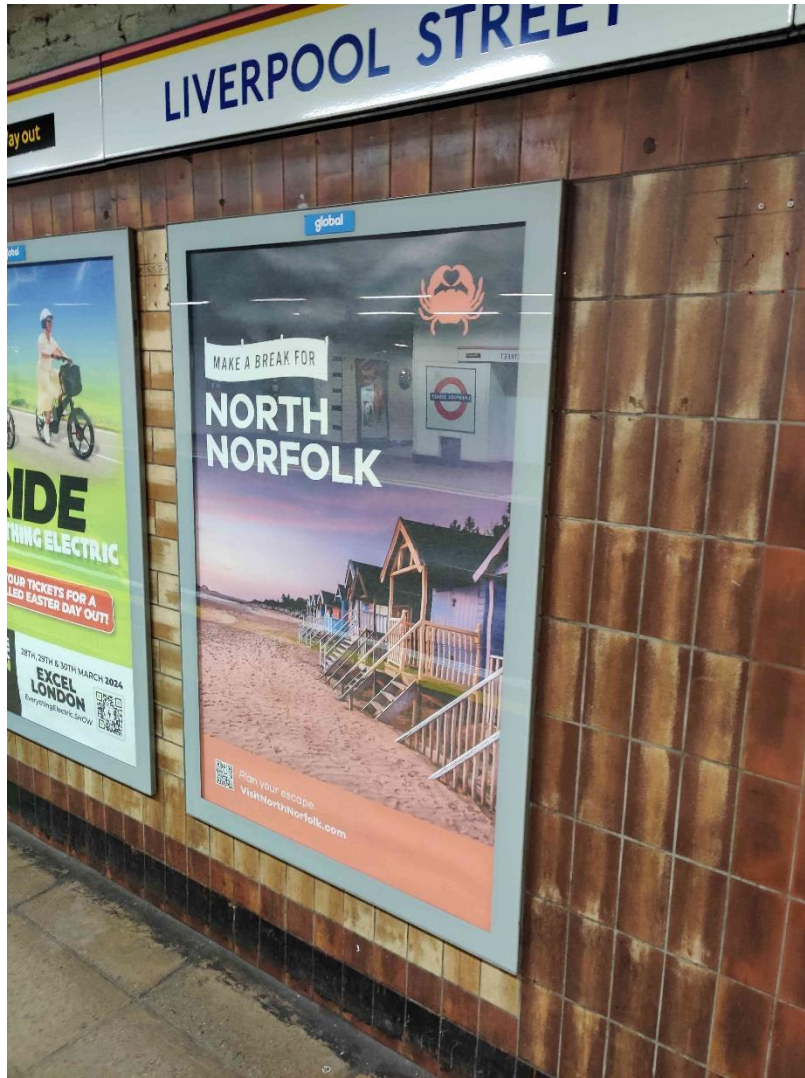
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- Destination Marketing
- Visit North Norfolk (VNN)
- 2 year programme 2022/23, 2023/24
- £60,000
- 204 direct member businesses supported with ongoing advice and information. Delivery of a marketing campaign to drive traffic to the website for the area.
- Tourism event (marketing insights, customer service speaker). Businesses also received industry updates, inclusion in editorial features, media visits and reviews, promoting business. The SEO work increased web traffic to the businesses' own websites via the listings, resulting in opportunity for increasing bookings. Businesses also benefited from the use of free marketing materials (images and videos) to use in own marketing.

Geographical Spread of delivery



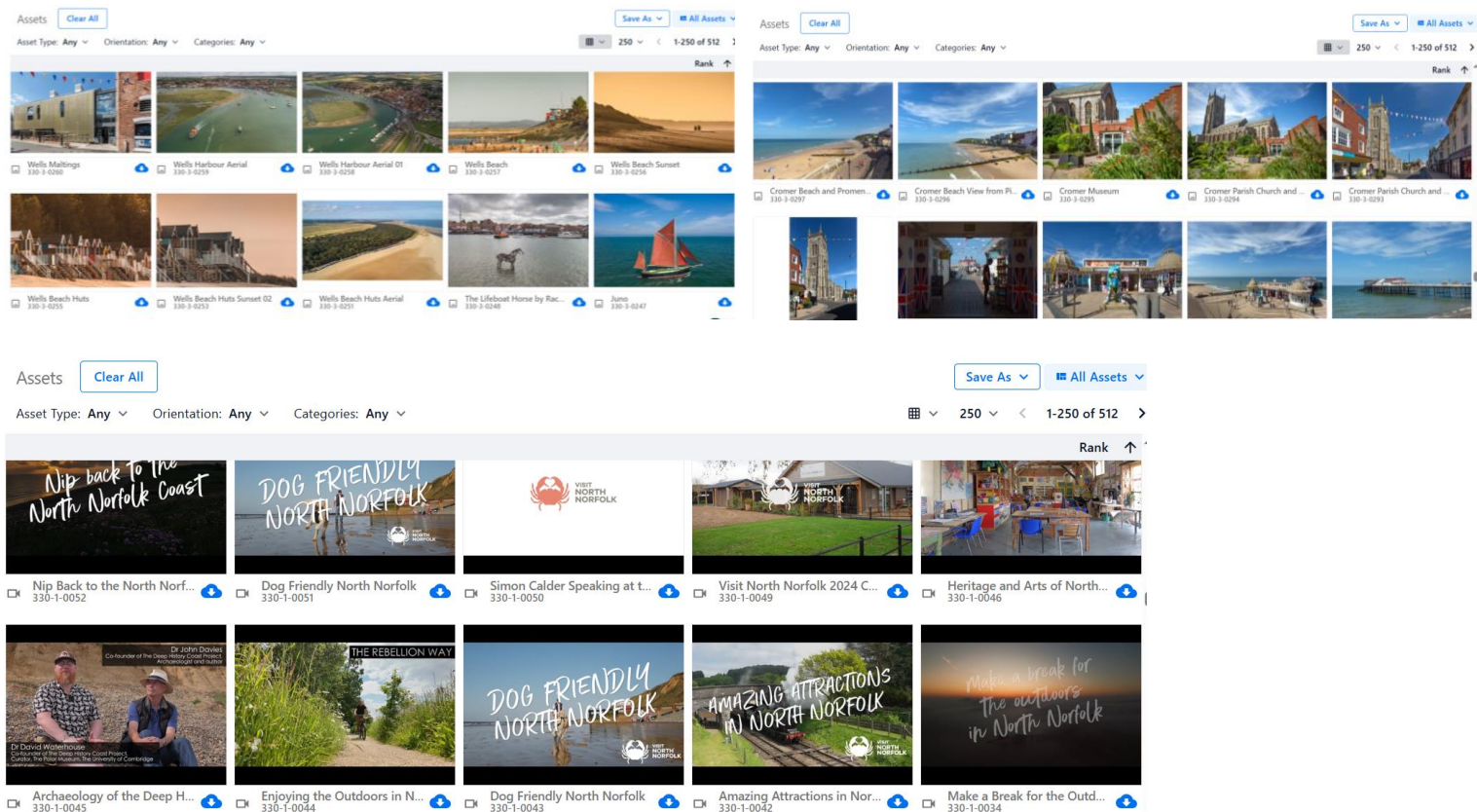
Marketing Campaigns – a sample of the many campaigns delivered

Nip back to Norfolk
Great Days out at North Norfolk Attractions
Dog Friendly North Norfolk
North Norfolk Heritage and Arts



Collateral examples

Photo, video and resource collateral is available for all members to use in their own destination marketing campaigns as well as the opportunity to repost and reshare (examples below)



Case Studies and workshop and conference Feedback

“Visit North Norfolk is constantly in our top three referrers.” Ian Russell, Wroxham Barns and Lucy Downing, Holkham Estate.

“Just to say an excellent morning and as a non-techy person I understood and gained a lot from it!”

“We thought the conference was really informative. Simon Calder was brilliant and very interesting to listen to. Was great to catch up with people and see how everyone was finding the market and industry at the moment.”

“Was great to speak to others in the industry and hear more way on how to improve the business to promote tourism to Norfolk. The tourism stats were also very interesting.”

“Well organised insightful and informative presentations.”

Supported Businesses

Aylsham Windmill	Accommodation
Cromer Museum	Attraction
The Blakeney Hotel	Accommodation
79 & 80 Kings Chalet Park	Accommodation
Chapel Cottage Norfolk	Accommodation
The Cliftonville Hotel	Accommodation
Bang! In Wells	Accommodation
Cliff Hollow	Accommodation
Coastal Exploration Co.	Chartered Boat Trips
The Bug Parc	Attraction
The Globe at Wells	Accommodation
The Wiveton Bell	Public House
The Feathers	Public House
The Museum of the Broads	Attraction
Crabpot Cottages	Accommodation
Glandford Shell Museum	Attraction
Byfords	Accommodation
Glide Surf School-Hire Shop	Surf Hire
Mannington Estate	Attraction
Walnut Cottage	Accommodation
Sandringham Estate	Attraction
Anglian Country Inns: The Jolly Sailors	Eating Out
Anglian Country Inns: The White Horse	Accommodation
Wild Luxury - Anna's	Accommodation
Wild Luxury - Magazine Wood	Accommodation
Curlew Coastal Charters	Chartered Boat Trips
Ivinghoe	Accommodation

Wells and Walsingham Light Railway	Attraction
Gabriel Cottage, 6 Ramms Court, NR23 1JN	Accommodation
Hanworth Barn	Accommodation
The Burleigh	Accommodation
Gooderstone Water Gardens	Attraction
North Norfolk Railway	Attraction
Huff and Puff Cycles	Cycle Hire
Best Western: Le Strange Arms Hotel	Accommodation
Best Western: Plus Knights Hill Hotel	Accommodation
Best Western: Garden Lodge	Accommodation
Caley Hall Hotel (restaurant and weddings)	Accommodation
Thursford Collection	Attraction
Bawdeswell Garden Centre	Attraction
The Ostrich Inn	Eating out
Carricks at Castle Farm	Accommodation
Whitehall Farm Accommodation	Accommodation
Wells Maltings	Attraction
Jennings Caravan Site Ltd	Accommodation
Houghton Hall & Gardens	Attraction
The Workers Cottage	Accommodation
RAF Air Defence Museum Neatishead	Attraction
Poplar Farm House	Accommodation
Open Sky Cycles	Cycle Hire
Holt Sunday Market	Market
The Ship Hotel, Brancaster	Accommodation
Hall Farm Cottages (9 listings)	Accommodation
McDonald's Cromer	Eating Out
Mackenzie Hotels - Sea Marge	Accommodation
Mackenzie Hotels - The Dales Country House Hotel	Accommodation
Mackenzie Hotels - The Links Country Park Hotel & Golf Club	Accommodation
The Harper	Accommodation
Raynham Estate	Accommodation
Virginia Court Hotel	Accommodation

L&J Leisure: Briarfields Hotel Titchwell	Accommodation
L&J Leisure: The Lodge Inn Old Hunstanton	Accommodation
L&J Leisure: Norfolk Coast Holiday Cottages	Accommodation
Luxurious Rentals (Stable Cottage)	Accommodation
Walsingham Estate Trading Ltd: Walsingham Abbey	Attraction
Walsingham Estate Trading Ltd: Walsingham Farm Shop	Shop
The Ship Inn (Mundesley)	Eating Out
Cranmer Country Cottages	Accommodation
National Trust: Felbrigg Hall (joint member)	Attraction
National Trust: Sheringham Park (joint member)	Attraction
National Trust: Blickling Estate (joint member)	Attraction
National Trust: Horsey Windpump	Attraction
Beans Boat Trips	Boat Trips
Fakenham Racecourse	Attraction
Fakenham Racecourse Caravan, RVs & Tents	Accommodation
The Hoste	Accommodation
BeWILDerwood	Attraction
Cromer Pier Pavillion Theatre	Attraction
Cromer Pier	Attraction
Creake Abbey	Attraction
Sheringham Cottages	Accommodation
Blue Sky Leisure: Kelling Heath	Accommodation
Blue Sky Leisure: Woodhill Park	Accommodation
Deer's Glade Caravan & Camping Park	Accommodation
Ivy Farm Holiday Park	Accommodation
Searles Leisure Group: Heacham Manor	Accommodation
Searles Leisure Group: Searles Leisure Resort	Accommodation
Searles Leisure Group: Pavilion Restaurant	Eating Out
Holkham Hall	Attraction
The Victoria at Holkham	Accommodation
Holkham Ropes Course	Attraction
Holkham Cycle Hire	Cycle Hire
The Banningham Crown	Eating Out

Woodland Holiday Park (owners only park)	Eating Out
Cromer LLP: The Grove Guest House and The Grove Glamping	Eating Out / Accommodation
JBP Tourism Ltd: Deepdale Backpackers & Camping	Accommodation
Old Brick Kilns (holiday camp only)	Accommodation
Norfolk Cottage Agency	Accommodation
Best Escapes	Accommodation
East Ruston Cottages	Accommodation
Happy Days Leisure Ltd	Accommodation
Norfolk Coastal Cottages	Accommodation
Norfolk Cottages - The Travel Chapter Ltd	Accommodation
Holiday Cottages (holidaycottages.co.uk)	Accommodation
Canine Cottages	Accommodation
Big Domain	Accommodation
Norfolk Hideaways	Accommodation
Blakeney Cottage Company	Accommodation
Sykes Cottages	Accommodation
Keys Holiday Cottages	Accommodation
Pack Holidays	Accommodation
Fairhaven Woodland and Water Garden	Attraction
Roarr! Dinosaur Adventure	Attraction
Alby Crafts & Gardens	Attraction
Langham Glass	Attraction
Bure Valley Railway	Attraction
Thrigby Hall Wildlife Gardens	Attraction
Pensthorpe Wildlife & Gardens	Attraction
Hunstanton Sea Life Sanctuary	Attraction
Wroxham Miniature Worlds	Attraction
Hilltop Outdoor Centre	Attraction
Amazona Zoo	Attraction
Holkham Hall	Attraction
Wroxham Barns Ltd	Attraction
JBP Tourism Ltd: Dalegate Market/St Mary's Church/Deepdale Events	Attraction
Broads Tours	Accommodation, Day Boat Hire and Chartered Trips

Muckleburgh Military Collection	Attraction
Dairy Barns	Accommodation
Broad Fen Retreats: Dilham Hall	Accommodation
Broad Fen Retreats: Dilham Hall Canoe Hire	Boat Hire
Broad Fen Retreats: Tonnage Bridge Retreats	Accommodation
Barn & Beach	Accommodation
The Control Tower	Accommodation
Baconsthorpe Meadow Campsite	Accommodation
Chestnut Barn	Accommodation
Gunthorpe Hall	Accommodation
Norfolk Rural Cottages - The Pig House	Accommodation
Star Plain Stores	Shop
The Granaries Weyford Bridge	Accommodation
Bank Boats	Boat Hire
Barnes Brinkcraft	Accommodation
Mousetrap	Accommodation
Wood Farm Cottages: Rowan Cottage	Accommodation
Annie's	Accommodation
The Courtyard	Accommodation
8 Carpenter's Cottage	Accommodation
Hoveton Hall Estate	Attraction
Sloley Hall Country House B&B	Accommodation
Sloley Hall Self-Catering - Stable One Holiday Cottage	Accommodation
Sloley Hall - Colts Barn Holiday Cottage	Accommodation
Redwings Aylsham	Attraction
Marmalade's Bistro	Eating Out
Nelson's Patch	Accommodation
Retro Campers	Accommodation
Cliff Farmhouse B&B Suites	Accommodation
Tunstead Cottages	Accommodation
Waxham Sands Holiday Park	Accommodation
Cley Windmill	Accommodation
The Little Stables	Accommodation

Mill House Bungalow	Accommodation
Gresham Hall Estate	Accommodation
Richardsons Leisure Limited, Holiday Park, Boating and Family Entertainment centre	Accommodation
The Retreat	Accommodation
Hemsby Beach Holiday Park	Accommodation
The Small Barn	Accommodation
The Roman Camp Inn	Accommodation
Sandcliff Guest House	Accommodation
Eric's Pizza	Eating Out
Eric's Fish and Chips Holt	Eating Out
Eric's Fish and Chips Thornham	Eating Out
Titchwell Manor	Accommodation and Eating Out
The Beest	Accommodation
Woodlands Caravan Park	Accommodation
Beeston Regis Holiday Park	Accommodation
ARK Design	Design Studio
Bella Escapes	Accommodation
Castaways Holiday Park	Accommodation
Chris Taylor Photo	Tourism Photography
Digital Screen Services	Screen services for businesses
East Coast Hideaways	Accommodation
Gardener's Cottage	Accommodation
Experience Sheringham	Local chamber of commerce
Felbrigg Lodge Hotel	Accommodation
Larking Gowen	Accountants
Lloyds Bank	Banking
Martham Ferry Day Boat Hire	Boat trips
Norfolk Coast and Countryside	Accommodation
MA Marketing	Regional marketing consultancy
Squid Ink	Local printing agency
Sheringham Salt	Accommodation
STAAH agency	Accommodation booking software providers

Tree Top View Sheringham	Accommodation
Stalham Firehouse Museum	Museum
Sutton Hall Escapes	Accommodation
Wild Green Norfolk Retreats	Accommodation

Case Studies