

**Draft Strategy and Action Plan for
Sustainable Tourism in the Broads 2016–2020**
Report by Head of Communications

Summary: This report presents the final version of the Strategy and Action Plan for Sustainable Tourism in the Broads, for the years 2016–2020, following the review of the strategy covering the previous five years.

Recommendation: That the Authority

- (i) adopts the Strategy and Action Plan for Sustainable Tourism as amended following consultation; and
- (ii) notes the three top priorities for completion in Year 1 and the proposal to bring a report to a future meeting on their implementation.

1 Responses to the Draft Plan

- 1.1 Members will recall that they considered a Draft Strategy and Action Plan for Sustainable Tourism at the meeting in January 2016. Comments on the document made by Members at that meeting were noted and amendments were made accordingly. Alterations were also made to references to Visit England, following recent changes by the government in its governance and relationship with Visit Britain. The document was subject to a Habitat Regulations Assessment before being issued for public consultation.
- 1.2 A total of eight comments were received from the five-week consultation which were all taken into account in the final draft which appears as Appendix 1. A summary of the comments and the Authority's response is shown in Appendix 2.
- 1.3 Members are asked to note that the strategy identifies three top priorities to be completed in year one. They are to:
 - 1. Develop and maintain a high quality up to date destination website;
 - 2. Develop and maintain a strong digital/social media presence and PR activity;
 - 3. Develop and package high profile wildlife experiences.

The Authority will be working closely with Broads Tourism in the delivery of these actions.

- 1.4 The Authority is identified as the sole lead partner for priorities 1 and 2 and will need to consider the funding, timescale and staff resource necessary to deliver these effectively.

- 1.5 Priority 3 is led jointly by Broads Tourism and the Authority and close working with organisations such as the RSPB and the wildlife trusts will be necessary to deliver this action.
- 1.6 It is proposed to bring a further report on the implementation of the three priorities to a future meeting.

2 Financial Implications

- 2.1 The cost of preparing the Draft Strategy and Action Plan of less than £15,000 has been funded from National Park Grant principally Planning Delivery Grant as agreed by Members in July 2015.
- 2.2 The redevelopment of the destination website is identified as year one top priority for the Authority with a medium cost and initial indications are that it would require an initial investment of up to £30,000 for a responsive redesign of the site, market analysis, the creation and delivery of all new content and the development of a digital strategy.
- 2.3 The development and maintenance of a strong digital/social media presence and PR activity is also identified as year one top priority for the Authority with a medium cost which will need to be investigated. There is an obvious link to priority 1 in terms of the ongoing upkeep of a new destination website once the initial project is complete.

Background papers:	Strategy and Action Plan for Sustainable Tourism in the Broads 2011 – 2015
Author:	Bruce Hanson, Lorna Marsh
Date of report:	21 April 2016
Broads Plan Objectives:	TR1, TR2, TR3
Appendices:	<p>APPENDIX 1 – Draft Strategy and Action Plan for Sustainable Tourism in the Broads 2016–2020 http://www.broads-authority.gov.uk/_data/assets/pdf_file/0008/756926/Sustainable-Tourism-Strategy-0416.pdf</p> <p>APPENDIX 2 – Consultation Responses http://www.broads-authority.gov.uk/_data/assets/pdf_file/0012/756957/STS-consultation-summary.pdf</p> <p>APPENDIX 3 – Habitat Regulations Assessment of the Strategy http://www.broads-authority.gov.uk/_data/assets/pdf_file/0008/759158/Broads-HRA-tourism-strategy-110516-final.pdf</p>