

Strategy and Action Plan for Sustainable Tourism in the Broads 2016–2020

Summary of responses to public consultation by theme and actions taken

Theme	Details	Authority response
Further mooring and footpath provision	<p>BA identified as lead but concerns expressed regarding BA capacity and budget for providing and maintaining extra paths and moorings, including repiling liabilities. Further work needed regarding what provision is sought and where.</p> <p>Walking identified as a popular visitor activity in the Insight Track surveys it is only the most popular if you don't add up the percentages for all the other boating activities identified in the surveys.</p>	<p>Action plan refers to 'gather evidence' on potential locations for new moorings', rather than creating them and would be the mechanism for the further work required to identify any desired provision.</p> <p>BA resources and continuing popularity of boating noted but given the appetite to improve and promote walking offer the aspiration should be included with Broads Tourism (BT) included as a lead partner as now amended.</p>
Conservation threats	<p>Document states: "increased visitor access to the upper reaches of rivers, primarily from extension of canoeing activity, also poses some threat" but this is a perceived threat with no substantive evidence of proof.</p>	<p>Amended to "may also pose some threat which requires mitigation."</p> <p>Conservation issues have been subject to Habitats Regulations Assessment.</p>
Suffolk and the southern Broads	<p>Document makes hardly any reference to the southern part of the Broads and Suffolk.</p>	<p>Further references included along with acknowledgement of the need to focus on these areas.</p>
Boating offer	<p>Holiday boating, day boating and passenger boat trips not explicitly mentioned as strengths in swot analysis.</p> <p>Perceived reluctance of BA to promote boating in BT promotion campaigns. More could be done to help the smaller yards in particular those in the Southern Broads.</p>	<p>Now included.</p> <p>This contribution from two BT executive members was not the perception of two others. The report</p>

		<p>makes specific mention of the importance of boating and all BT executive members will be instrumental in gathering priorities into an annual action plan. The Authority has highlighted boating in many recent tourism publications, including Broadcaster, Enjoy the Broads, the Eating out Guide and the Outdoors Festival programme.</p>
<p>BT membership for non-commercial organisations</p>	<p>Conservation bodies with facilities for visitors like the RSPB reserves are important as members along with local authorities but BT was originally seen as the voice for BT businesses and it is vital this message is retained.</p> <p>Further business membership is vital to enable it to flourish and to encourage businesses to work together to promote the Broads as a visitor destination. Widening its scope to include representatives of local communities and conservation interests will be counter-productive, dilute the tourism message and will probably result in loss of businesses.</p>	<p>Importance of conservation bodies etc with visitor centres is agreed.</p> <p>Opposing view from another BT executive member was that BT needs to be inclusive because nearly all organisations in the Broads benefit from the tourist trade and this strengthens the tourism message.</p> <p>Comments noted and passed on to BT executive for discussion</p>
<p>Summary and action plan</p>	<p>Executive summary needs to be developed and an action plan for years one and two as a robust delivery framework is required with practicalities for delivery discussed, agreed and mapped out.</p> <p>Section 3.2. needs much more development, it isn't detailed enough to be a useful action plan for the first year of work.</p>	<p>Strategy now has a separate executive summary and annual action plans will be discussed, developed and monitored by BT and the BA every year.</p>
<p>Joint coastal promotion</p>	<p>More should be done to promote the Broads with the coast.</p>	<p>This has been included in the document.</p>
<p>Wording on page 19</p>	<p>'Brilliant' not an appropriate word to describe a Broads experience.</p>	<p>BT and the BA were happy with this word in the context of aspirational marketing.</p>
<p>Area of</p>	<p>What is the area of influence?</p>	<p>As the boundary of the Broads is very tightly</p>

influence		drawn round the waterways and excludes many key settlements, businesses and other tourism activities a wider area around this boundary is identified as the key , and measured for its volume and value, will be included in the final document.
Facilities for people with disabilities	<p>The Broads not a 'strong product' for people with disabilities, especially for those not wanting to be in groups. Very limited facilities. No holiday hire boats suitable for wheelchair users and very few day boats. Land access not much better with number of places disabled visitors can see a broad and get close to a wetland very limited.</p> <p>Population getting older so better facilities as a priority for attracting visitors.</p>	Comments noted and appreciated and this section has been rewritten.
Waste	<p>Removal of rubbish disposal points for boaters by local councils bound to impact negatively on the environment due to waste reclassification.</p> <p>Realise this is not a BA responsibility but one being sidestepped by various local councils, but effects will impact on BA remit. Representation made to these councils and to the hire association needed.</p>	Comments noted and BA continues to try to work with councils to resolve the matter.
National park name	Broads not a national Park, DEFRA and parliament have forbidden the nomenclature.	Recent high court decision on a judicial review of the national park name ruled in its favour and respondent was communicated with on this matter to explain the updated situation.
BT involvement	BT should have a greater input into promotional adverts and copy-writing where promotion of the Broads is concerned.	Comments noted and passed on to BT.
Destination website	Website not up to date, brought up as a major concern for BT. Committed timetable and agreement for who is responsible is required and work should be funded by the BA with outsourcing due to limited BA staff resources.	Noted and will inform action plan for year one.

Social media reviews and food	Some focus required on the importance of social networks and review sites, their impact on business reputations and importance in improving the Broads food offering.	Reference added in point 2.6
Lack of funding.	Tourism officer should be responsible for sourcing funding from independent bodies and exploring the possibility of obtaining European funding. Sponsorship opportunities should be offered to all businesses and must be transparent and open to all.	Comments noted and passed on to BT to inform annual action plans. Sponsorship policy exists with new opportunities identified by the BA being advertised openly.
Planning	Perceived difficulties and lack of support for tourism businesses to grow.	Comments noted and passed to planning team.
Action areas	1.1 and 1.2 As these areas are not yet at a satisfactory stage the word develop should be added to read 'develop and maintain...' 2.3 BA needs to be the lead partner 2.4 Understand the different challenges facing the Northern and Southern Broads 2.8 BA needs to be the lead 3.2 Indicator to include option to explore self-certification for Broads Businesses 3.5 Remove BT as lead partner	'Develop...' included. BA added alongside BT Updated BA added alongside BT Comments noted and passed on to BT to inform annual action plans. Other members of BT executive content to lead on these actions.
BA/BT relationship	BT should embrace the relationship with the BA and seek ways to work more positively together as that does not always seem to be the case.	Comments noted and passed on to BT
Environmental impact	High level nature of this strategy means that all details are not available. RSPB recommends an appendix is added to the strategy that highlights the impact of recreational pressure on the Broads' habitats and wildlife which could then provide	The suggested appendix represents a large and quite major piece of work beyond the Habitats Regulations Assessment contract for the strategy

	<p>a monitoring protocol and schedule to provide clarity on resource requirements and manage expectations at the project level.</p> <p>Broads sites of conservation importance could have been better presented in the document. Whilst the text recognises the ecological importance and sensitivity of sites within the Broads, it would be helpful to highlight where international (Ramsar sites), European (Special Protection Areas (SPAs)³) and Special Areas of Conservation (SACs)⁴ and national (Sites of Special Scientific Interest (SSSIs)⁵) sites of importance are located. Further details, such as features and sensitivities could be included within an appendix.</p> <p>The entire plan should be re-screened prior to adoption to ensure that it is fully compliant with the requirements of the Conservation of Habitats and Species Regulations 2010, as amended.</p>	<p>and the BA would need to think about it as a separate piece of work if it was to be commissioned in the future but the impact of recreational pressures will be considered and monitored in the proposed annual plans.</p> <p>A map of sites will be included in the final version of the document.</p> <p>The amended strategy document will be re-screened, as suggested</p>
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