

National Park Branding of the Broads
Report by Chief Executive

Summary:	This report provides details of the Broads Authority's consultation on the proposal to use the term Broads National Park for marketing related purposes when referring to the Broads. The views of the Navigation Committee are sought to input into the decision making process.
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1 National Park Branding of the Broads

- 1.1 In order to capitalise on the status of the Broads as a national park, the Broads Authority's members have unanimously agreed to welcome and support further exploration of the term 'Broads National Park' to promote the area's special qualities and encourage more visitors to Norfolk and Suffolk.
- 1.2 A consultation document has been circulated to organisations with an interest in the Broads which proposes that the term Broads National Park is in the future used consistently for marketing related purposes when referring to the Broads in order to:
 - (a) Align the Broads much more closely with the internationally recognised National Park brand in order to raise awareness and appreciation of its special qualities.
 - (b) Introduce consistency in the way the area is promoted to increase the economic value generated by tourism and local recreation to Norfolk and Suffolk.
 - (c) Take full advantage of the corporate sponsorship opportunities being advanced by the UK's National Parks.
- 1.3 The proposal relates only to the branding of the Broads and does not involve any changes to the formal name or legal status of the executive area or the functions, name and responsibilities of the Broads Authority. The Broads Authority's three purposes of conservation, recreation and navigation would remain of equal priority. The full consultation document is available at <http://www.broads-authority.gov.uk/broads-authority/how-we-work/transparency/consultations>. A copy is enclosed to assist the debate on the issue.

1.4 The views of the Navigation Committee are sought on how they feel about a more consistent use of the term the Broads National Park as a brand.

Background papers: Report to Broads Authority - 21 November 2014

Author: John Packman
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Broads Plan Objectives: PE1

Appendices: None

Enclosure: The Broads National Park – making the most of a brand which is internationally recognised - Draft Consultation Document Sept. 2014