

Royal Norfolk Show 2016
Report by Head of Communications

Summary: This report alerts Members to the opportunity provided by the Royal Norfolk Agricultural Association for the provision of an area of this year's Royal Norfolk Show focused on the Broads.

Recommendations:

- (i) To welcome the initiative to provide an area focused on the Broads at this year's Royal Norfolk Show.
- (ii) To increase the Communications budget in 2016/17 by £7,500 to take account the costs of the Authority's attendance, its lead in co-ordinating other organisations' attendance and to support a unified branded presence.

1 Background

- 1.1 Officers of the Royal Norfolk Agricultural Association have provided an opportunity to create a 'Broads' area at this year's Norfolk Show, to promote the special qualities of the Broads to local people, highlight it as an important resource in the County and showcasing all those involved in various ways with it.
- 1.2 They have invited the Broads Authority to co-ordinate the exhibits and the attendance of other Broads organisations on very favourable terms and officers attended a launch event on 3 February 2016 at the Cathedral.
- 1.3 This seems an invaluable opportunity to promote the Broads and the Authority. The proposal would be to take Ra, the Authority's solar boat, and the fen harvester to prompt discussions on sustainability and the management of the fens. We would also take banners and printed material illustrating all aspects of the Authority's work and develop branded show furniture such as gantries and flags to demarcate and highlight the area, with the support of sponsorship if possible. The possibility of taking a Ranger's launch has been investigated but would be more expensive because of the need to build a cradle and staircase to provide safe access.
- 1.4 The Show is on 29 and 30 of June and it is hoped that Members and officers might play an active role on the stand if they are willing and able.
- 1.5 Clearly if the Judicial Review supports the decision taken over a year ago regarding the marketing of the Broads it would be an ideal opportunity to promote the Broads National Park brand.

2 Financial Implications

- 2.1 The main costs in attending the Show will be craning and transporting RA to and from the site at an estimated cost of £5,000. It is therefore proposed to add an additional £7,500 to the Communications budget to cover the costs involved in this, in co-ordination support and in developing unified branding for the area.

Background papers:	Nil
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Broads Plan Objectives:	None
Appendices:	None