




**DISCOVERY
HUBS**
JOURNEY INTO THE BROADS




'DISCOVERY HUBS'

WHAT ARE THEY?

The boundary of the Broads National Park is difficult to define: it generally follows the twisting course of the catchments of the six rivers that make up the Park, each of which has its own personality.

Because of this, many visitors are not clear on where the boundary of the National Park lies. Not only that, there is a lack of information on the diversity of habitats both inside the Park and the area immediately beyond. Nor is there a comprehensive guide explaining simply how to explore from one area to another.

Due to Covid-19, access to nature in the UK is more vital now than ever, and restrictions on foreign travel have led to an increase in first-time visitors to The Broads. They are looking for inspiration, and information; they need to know where to go and how to get there, preferably on foot, by bike or canoe – which, like most National Parks, are the best ways to experience the Broads.

Most importantly, perhaps, they need to be aware that they are somewhere special – creating better, more visible and more clearly branded information in the National Park is crucial.

The Broads Trust, with support from the Broads Authority and commercial partners, has conceived of an exciting project that will answer this need – the creation of a network of Discovery Hubs to inspire, inform and guide both new and existing visitors to The Broads.



AN INTRODUCTION



Designed to enthuse, inform and provide direction, Discovery Hubs will be a practical and highly visible addition to the landscape of The Broads National Park.

They will be designed as a place to enter, to pause and to enjoy the Broads in some of its most characteristic locations. Each will show how its location sits within the landscape of the Broads and provide direction to adjacent areas.

Each Hub will be a destination in itself but will also be a starting point for exploration of the National Park's network of boating, walking and cycling routes. Each will provide the inspiration as well as the practical information needed to explore more deeply into the unique landscape, history and culture of The Broads. As gateways to discovering the National Park, they will also be places from which to access local services and attractions.

Discovery Hubs are designed to promote The Broads as a sustainable, car-free destination creating a network that provides a way to explore the Broads on foot, by bike and on the water.

Discovery Hubs is an initiative of the Broads Trust in cooperation with the Broads Authority designed to promote sustainable, low-impact discovery of the National Park throughout the year. The Trust is working with local councils and various other public bodies to find sources of funding for the building of the Hubs.

The Hubs will remain the property of the Broads Trust but it is envisaged that ongoing maintenance will be the responsibility of local stakeholder and commercial sponsors. In return, local businesses will be promoted via signage, information and reviews, and on a sponsors board which will feature in a prominent position in each Hub.

Discovery Hubs will also be promoted widely throughout the Broads – in print, online and through a bespoke app.

Upwards of 12 locations have already been identified as potential sites for the Hubs. The first phase of 4 locations includes Hoveton Riverside, Beccles Quay, Salhouse Broad and Stalham and work to create these could be completed in 2021.

With the ongoing effects of the virus, the Broads Trust believes that the creation of this network will be an inspirational development that will lift spirits while encouraging exploration, understanding and discovery of the unique magic and diversity of The Broads.



INITIAL HUBS LOCATION MAP



PHASE 1

- 1 HOVETON RIVERSIDE
- 2 BECCLES RIVERSIDE
- 3 SALHOUSE BROAD/HOVETON GREAT BROAD
- 4 STALHAM MUSEUM OF THE BROADS

PHASE 2

- 1 ACLE BRIDGE
- 2 LUDHAM BRIDGE
- 3 THURNE
- 4 UPTON MARSHES
- 5 HORNING RIVERSIDE
- 6 GREAT YARMOUTH YACHT STATION
- 7 REEDHAM RIVERSIDE
- 8 BERNEY ARMS

PHASE 3

- 1 COLTISHALL RIVERSIDE
- 2 POTTER HEIGHAM
- 3 MARTHAM STAITHE
- 4 HORSEY MERE
- 5 LODDON RIVERSIDE
- 6 ROCKLAND BROAD
- 7 SURLINGHAM RIVERSIDE
- 8 OULTON BROAD

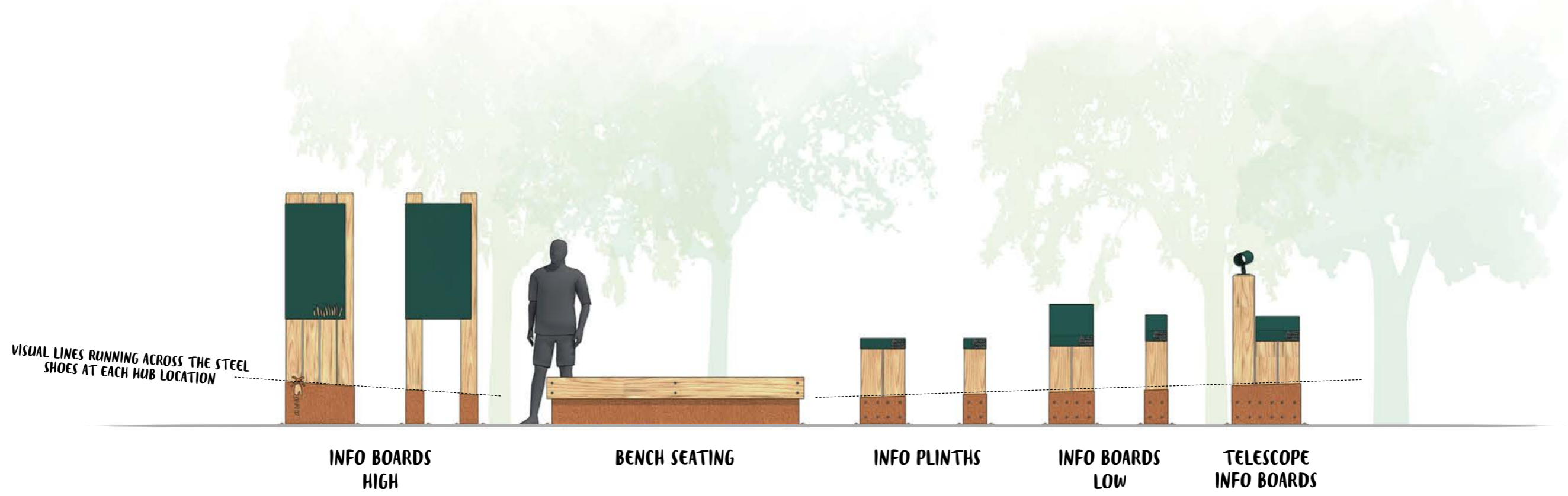
- Weavers Way
- Wherrymans Way
- Anglers Way
- Bure Valley Path
- Norfolk Coast Path
- Cycle Route 1
- Cycle Route 30
- Cycle Route 31



KEY

- BROADS AUTHORITY EXECUTIVE AREA
- RIVERS & BROADS
- SETTLEMENTS

HUBS ELEMENTS



MATERIALS PALETTE



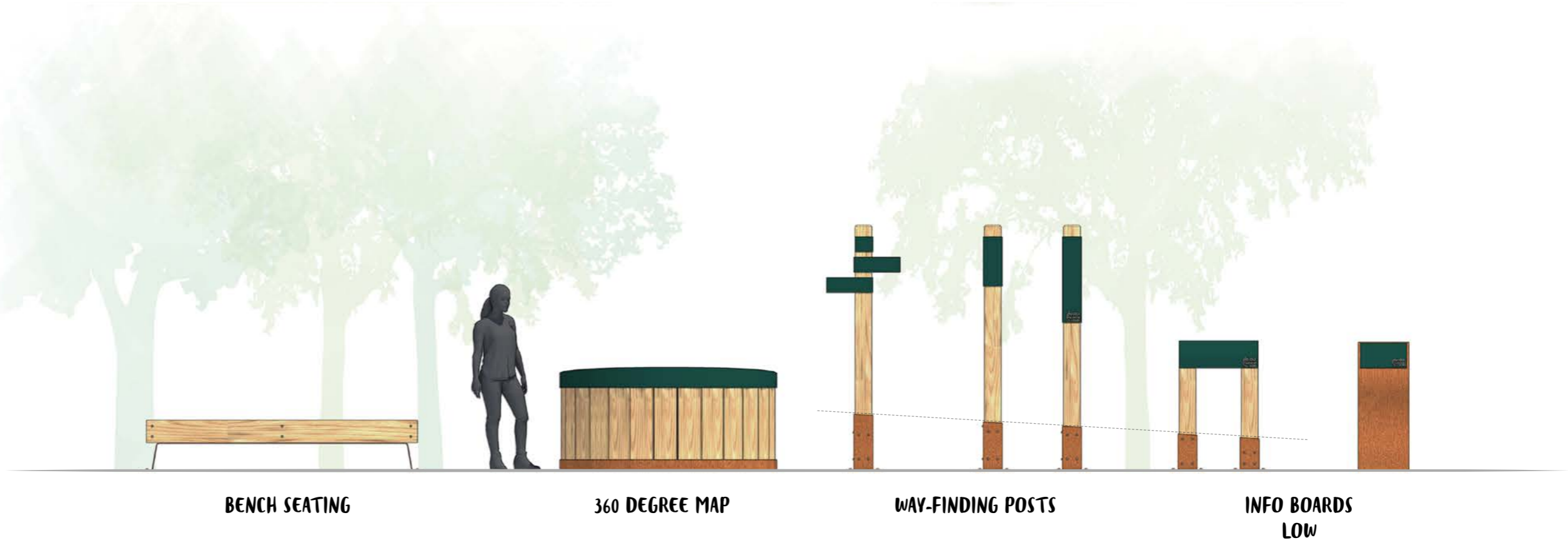
GREEN OAK POSTS



WEATHERING STEEL (COR-TEN)



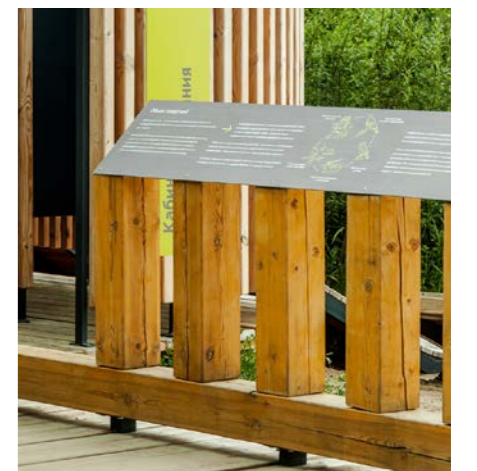
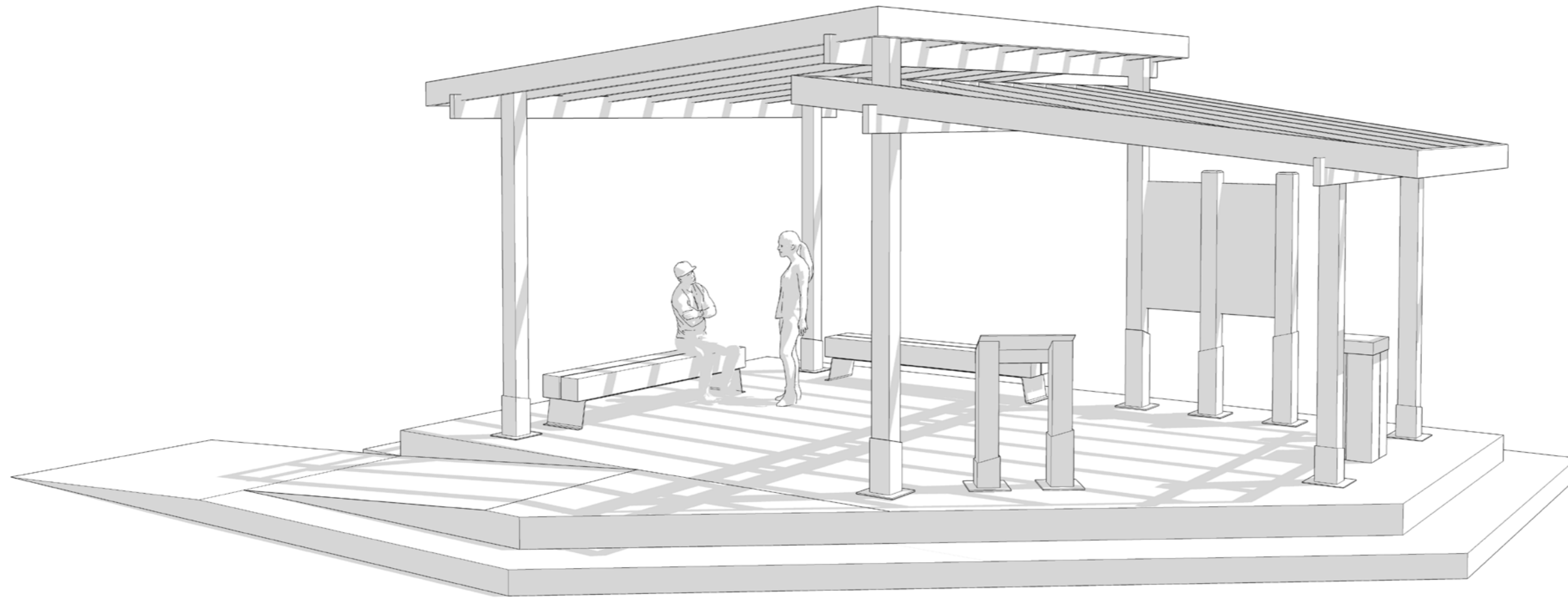
POWDER COATED METAL



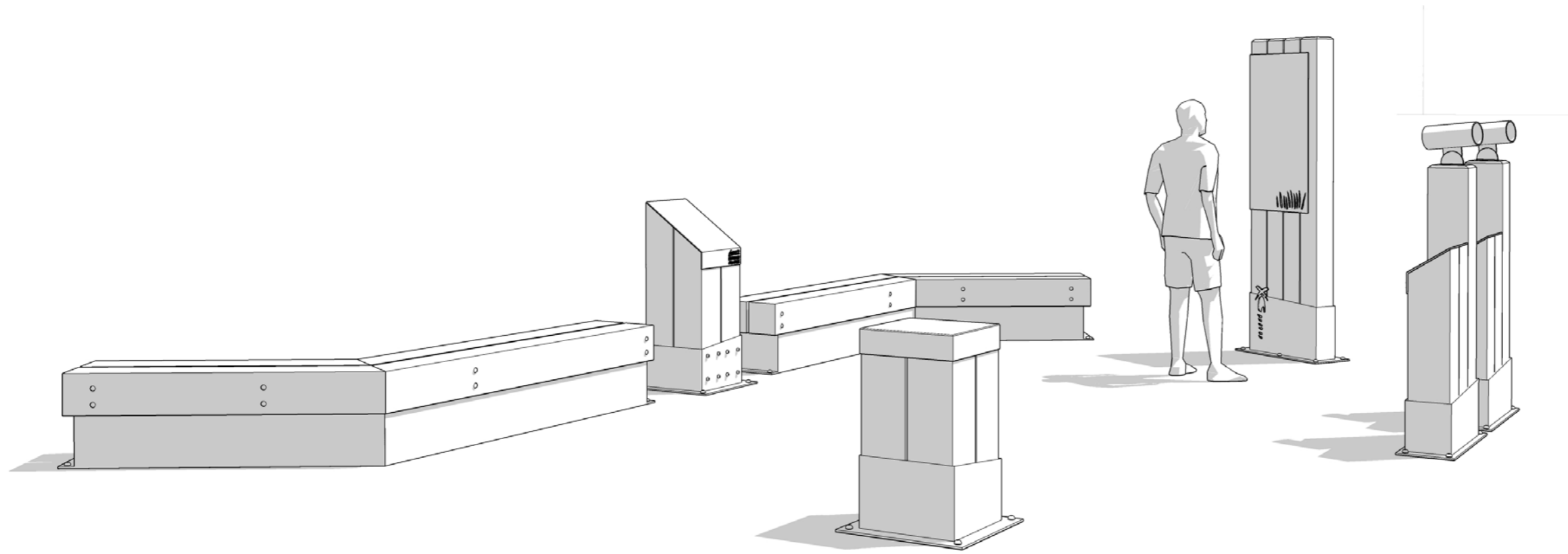
THREE TYPES OF HUB | LARGER HUB

Many Discovery Hubs will involve a physical structure of some sort, designed to be in keeping with the landscape. Some may involve a degree of planting or landscaping; others will be less elaborate. But all will provide information about the locality along with information on the national park, other relevant historical and cultural information alongside space for relaxation and mindfulness.

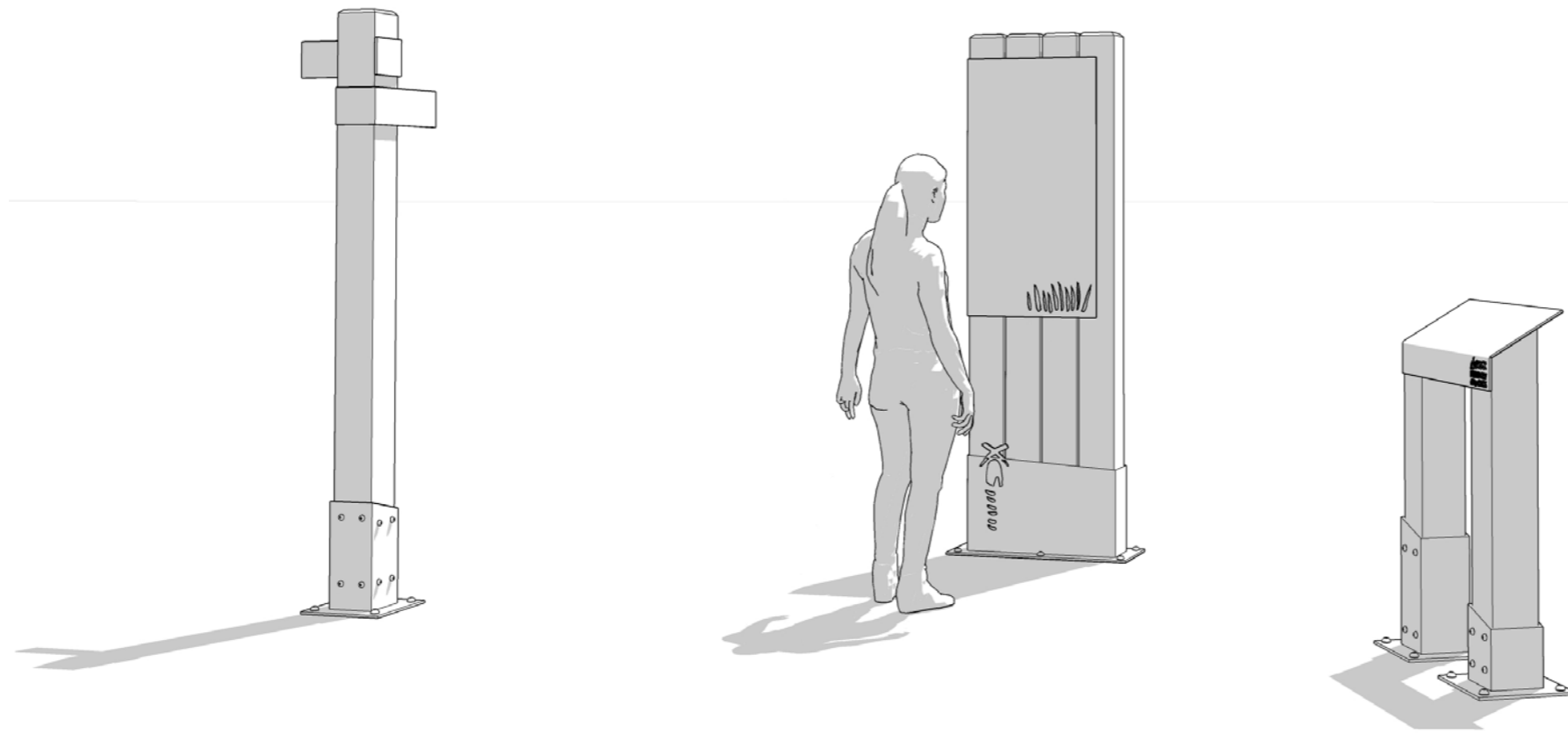
They might or might not have road or vehicular access, but they will where possible have wi-fi or data connections that integrate with a bespoke App that contains additional information. They will aim to be visible, recognizable and useful while at the same time creating minimal impact on the local environment.



THREE TYPES OF HUB | MEDIUM HUB



THREE TYPES OF HUB | SMALLER HUB



INTERPRETATION BOARDS



THE BROADS NATIONAL PARK



DISCOVERY HUBS + MAP



LOCAL WILDLIFE

WAY-FINDING SIGNAGE & SPONSORSHIP OPPORTUNITIES

Discovery Hubs will offer opportunities to local businesses to promote their products, offering directions to local services, space to promote key local brands and sponsorship boards advertising local supporters of the Discovery Hub project.

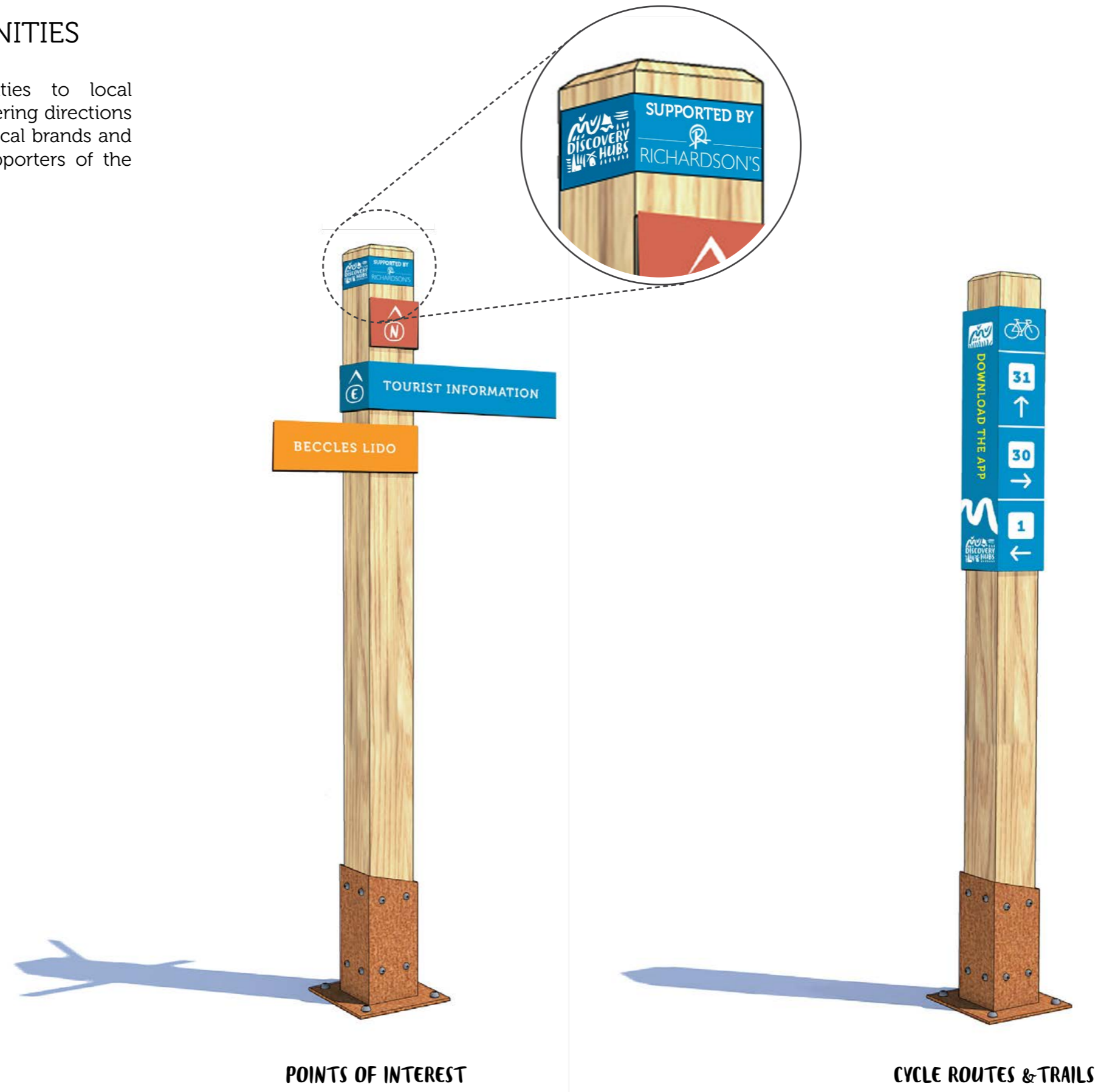


TOURIST INFORMATION

BAILEYS DELICATESSEN

BLYBERGATE ANTIQUES

HE HIPPERSONS



POINTS OF INTEREST

CYCLE ROUTES & TRAILS

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