

Canoe Trails

Report by Waterways Recreation Officer

Summary:	The report sets out the Broads Authority's proposals for the future development of canoe trails throughout the Broads and updates members on the outcome of recent meetings with Canoe England regarding the promotion of the Broads as a family canoeing destination.
Recommendation:	That the Local Access Forum notes the content of the report and supports the future development and implementation of canoe trails in the Broads.

1 Background

- 1.1 Members will recall that the Broads Authority prioritised the development of canoe trails in the three year action plan for the Integrated Access Strategy (IAS) that was adopted by the Broads Authority in May 2013. Following the adoption of the IAS the Authority has developed and promoted four canoe trails which have been the subject of reports given to the Local Access Forum in March and subsequent presentations to Navigation Committee and Broads Forum.
- 1.2 As part of the Integrated Access Strategy one of the Authority's objectives is to link people to information. The previously developed canoe trail routes have been well received and the future development of canoe trails seeks to use similar templates for producing a range of new trails.
- 1.3 Officers have recently met with Canoe England with a view to using the new trails as a method of promoting the Broads as a family friendly canoeing destination.

2 Canoe Trails Development

- 2.1 The project to develop the new trails has been approved by the Broads Authority's Project Development Group. The aim of the project is to deliver a range of canoe trails across the Broads which highlight the benefit of canoeing, interpret the environment and cultural history and provide improved opportunities to take part in canoeing.
- 2.2 This work will be carried out in partnership with the canoe hire network and information is being provided by Broads Authority Rangers to populate the trail information. This is to ensure that the correct safety information is handed

out to users thereby ensuring that people are effectively linked to information and signposted to the right areas in order to maximise their enjoyment from canoeing.

3 Development of Trails

- 3.1 Currently this project has gone through the project development process and funding of £5,000 has been allocated from the Broads Authority project development fund. Officers have already started mapping and producing supplementary information for the trails. This will be given to an external graphic designer who will interpret this information to finally deliver the project. The ambition is to deliver the project in a similar way to the previous trails.
- 3.2 The development of the trails package needs to be delivered by March 2014 to fit into the financial spending profiles and will allow the trails to be used for the 2014 season. Additionally it is hoped that the full range of trails can be used to supplement a canoe trail e-book which is being produced by an external canoe retailer.

4 Promotion of Canoe Trails

- 4.1 Officers are currently working with Canoe England in order to promote the canoe trails to a wider audience. To this end the Canoe England has indicated that it intends to use the April edition of its publication "Canoe Focus" to focus on the Broads as a family canoeing destination by using the trails to demonstrate the type of canoeing available in the Broads area.
- 4.2 As part of the launch and promotion of the canoe trails officers are working with the organisers of the Broads Outdoors Festival to incorporate canoeing in the range of the events at the festival. It is hoped that the festival will include a canoeing weekend based largely at Whitlingham and focussing on the new River Yare trails. This will enable the new trails to be promoted and at the same time promote Whitlingham Outdoor Education Centre which has just been presented with the Canoe England "Canoe Centre of the Year" award.

Background papers:	None
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Broads Plan Objectives:	TR1, TR2, TR3.
Appendices:	Nil