

Broads Authority 25th Anniversary Celebrations
Report by Head of Communications

Summary: This report proposes a programme of events and initiatives from April 2014 to March 2015 to support the promotion of the Broads Authority's 25th anniversary.

Recommendation: To approve the programme of events and initiatives as set out in Appendix 1.

1 Introduction

- 1.1 A strategic priority for 2014/15 is to make use of the 25th anniversary of the Broads Authority as a platform to focus on the profile of both the Broads and the Authority and galvanise support for future objectives. As part of this a programme of promotional events and initiatives is being developed to highlight the special anniversary of the Authority and its work in looking after the Broads.
- 1.2 In addition to events and initiatives specially set up to mark the 25th year of the Authority, anniversary branding of regular annual or pre-planned events will support the promotional effort and help create a celebratory feeling.

2 Dedicated Programme

- 2.1 A programme of current and proposed events and initiatives is set out in appendix 1. The initiation of work has been impacted by the change in Head of Communications and the programme includes items that have not yet been fully begun but it was felt it would be helpful and appropriate to set out all the initiatives, both current and under investigation, for members to comment and track future progress.
- 2.2 Plans to hold a flagship joint event with Hoseasons to mark their 70th anniversary met with logistical problems so it has been decided to proceed with a series of smaller events and initiatives throughout the year and to promote the 25th anniversary as a key message where appropriate in all communications.

3 25th Anniversary Branding

- 3.1 In addition to the special programme, pre-planned and regular annual events which the Broads Authority either organises or has significant involvement in will be linked in with celebrating the 25th anniversary through communications

to the press, via social and digital media and by way of information given directly to the attending public.

3.2 Branded events include:

- The launch of the Enjoy the Broads mobile phone app on 21 May
- The annual public meeting in June
- The Norfolk Show in June
- Whitlingham Wednesday events throughout the school summer holidays
- Volunteer celebration day in September
- Parish forums throughout the year

4 Conclusions

4.1 Members' views and comments are sought on the draft programme of events and initiatives and members are asked to approve the programme.

Background papers: Nil

Author: Lorna Marsh
Date of Report: 30 April 2014

Broads Plan Objectives: PE1

Appendices: APPENDIX 1 – Table of 25th Anniversary Celebration Events and Initiatives

DRAFT Table of 25th Anniversary Celebration Events and Initiatives

Event/initiative	Date	Details	Status
Creation of logo	March 2014	Incorporated on all appropriate publications, letterheads and compliment slips	Complete
Insertion of logo in all email signatures	April 2014	System set to automatically include logo	Complete
Development, publicisation and launch of Woodforde's Flagondry	8 April 2014	Broads Authority 25 th anniversary beer	Complete
Hashtag #broadsauthority25	28 April 2014	For use in all social media promotion of events	Complete
Sponsored walk/cycle by staff	17 May 2014	25km from Whitlingham to Loddon	In progress
Picnic in the park bake off	27 July 2014	To incorporate a public bake off competition at picnic in the park in Whitlingham.	Under investigation
Photo competition and commemorative book	Throughout the year	Flickr website competition; 25 of the best photos will be chosen to produce a limited edition commemorative book for distribution among the successful photographers, VIPs and as competition prizes.	Under investigation
Google doodle	To be negotiated	For Google to promote the Broads Authority's anniversary throughout one day as one of their regular doodles	Under investigation
Tie-in lecture with author of first cultural geographic study of the Broads	To be negotiated	In the Nature of Landscape: Cultural Geography on the Norfolk Broads by David Matless	Under investigation
Discussions with stakeholders around greater use of the National Park brand	Report to BA in January 2015	Undertake bilateral discussions with all key stakeholders to gauge level of support for greater use of the National Park brand and the Authority's long term ambition of achieving full National Park status.	Under investigation