

Review of the Broads Sustainable Tourism Strategy
Report by Tourism Promotion Officer

Summary: This report updates members on the review of the Strategy and Action Plan for Sustainable Tourism in the Broads, first reported to the Navigation Committee at its October meeting.

1 Background

- 1.1 The 2011-15 strategy and associated action plan was adopted by the Broads Authority in 2011. Based on extensive research and consultation, it existed as a destination management plan for use by all those with an interest in the area to enhance, manage and promote sustainable tourism in the Broads.
- 1.2 As reported to the October meeting of this Committee, a review is now underway to look ahead to the next five years 2016 – 2020.

2 Progress To Date

- 2.1 Following the appointment of The Tourism Company as consultants for the strategy to ensure impartiality for the benefit of stakeholders and to address lack of resources within the Authority to carry out the work, good progress has been made. The Tourism Company has outlined the work it has done to date as below:
- Inception meeting with Lorna Marsh (Head of Communications) and Bruce Hanson (Tourism Promotion Officer), with a follow up meeting with the Chairman of Broads Tourism
 - Consideration of the policy context and background for the strategy. This has included looking at the current work of Visit England in revising their Strategic Framework for Tourism in England. We have also considered the more local level and wider policy context, such as Natural England's National Character Area Profile, the BA's current strategic priorities, fit with the Broads Plan, etc.
 - Investigation and analysis of evidence on tourism performance and from surveys of visitors and stakeholders, using a variety of sources, including: STEAM Multi Area Comparison 2009-2013; Licensed boat numbers 2006-2015; Boat census 2014; BHBF hirers survey 2012; Broads Authority stakeholder research 2015
 - Conducting a further on-line survey of tourism business (land and water based) specifically for this work, which resulted in over 25 completed responses providing a lot of additional evidence

- Individual meetings with a range of Broads Authority personnel, including the Chairman, Chief Executive and staff responsible for communications, visitor services, access and recreation projects, heritage landscapes, ecology, education etc.
- Direct consultation, through face to face meetings or scheduled phone interviews, with key organisations (including Visit Norwich, Visit Norfolk, Norfolk County Council, Natural England, Norfolk Wildlife Trust, Broads Hire Boat Federation) and with a number of individual tourism businesses (including hire boat operators and land based businesses). NB This consultation is not yet complete and is ongoing.
- Familiarisation site visits to a number of locations in the Broads to supplement and update on our existing widespread knowledge of the area.
- Attendance and discussion at Broads Tourism Executive Committee meeting.
- Running a stakeholder workshop in Woodbastwick on November 10th 2015, attended by some 40 participants, with significant discussion on key issues and priorities for action.

3 Conclusion

- 3.1 Significant progress has been made and there has been active engagement with a wide range of stakeholders. The work is following the predicted timeline, on target and as planned.
- 3.2 A first draft of the strategy will be delivered to the Broads Authority meeting on 22 January 2016 for member comments before being sent out for stakeholder consultation. As part of the consultation process the draft will be considered by the Navigation Committee at its meeting on 25 February 2016 for comments to be taken into account in developing the final version of the strategy.

Background:	None
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Broads Plan Objectives:	TR2
Appendices:	None