

Branding the Broads
Report by Chief Executive

Summary: The Broads was given an equivalent status to that of a national park 25 years ago in 1989 but has not fully exploited the benefit of the international brand that is 'National Park' in either raising awareness of the special qualities of the area or promoting tourism in Norfolk and Suffolk. The recent work by National Parks UK on branding and corporate sponsorship has highlighted the need for the Broads to be more closely aligned with the way other national parks are presented to the public. In line with one of this year's strategic objectives this report sets out a proposal for the Authority and other organisations to make greater and more explicit use of the National Park identity.

Recommendations:

- (i) In order to capitalise on the status of the area as a National Park the Authority supports in principle the adoption of the term 'Broads National Park' to promote the area's special qualities and encourage more visitors to Norfolk and Suffolk and that preparations are made to use it in promotional material from 2015 onwards.
- (ii) Use of the new branding is confirmed in January after the Authority has consulted widely to establish:
 - (a) the level of support for a more consistent use of the term 'Broads National Park' as a branding exercise;
 - (b) how other organisations would propose using the term 'Broads National Park'; and
 - (c) what actions the Broads Authority might need to take to support and help other organisations use the brand.
- (iii) Over the next three months officers work up a strategy for delivering the brand and guidelines for local corporate sponsorship consistent with the UK initiative.

1 Introduction

- 1.1 At its meeting in July 2014, the Authority was provided with an update on the National Park branding and corporate sponsorship initiatives at the UK level using the 'National Parks – Britain's Breathing Spaces' strapline. This report looked at the implications for the Broads of this enhanced UK activity, and in particular at how the Authority could capitalise on these initiatives by embracing more explicitly the UK National Park brand.

2 National Parks: Britain's Breathing Spaces

- 2.1 There is currently a unique opportunity for the Broads to capitalise on its status as a member of the UK National Park family, both to increase people's awareness of, and respect for, the special qualities of the area, and to enhance the economic benefits for the area. 'National Park' is an internationally recognised brand, which National Parks UK has been using to great effect in seeking out potential commercial sponsors. There has also been increased activity to attract overseas tourists to the UK's National Parks, and for the Broads there are overseas markets which we need better to penetrate. One of the simplest ways of doing this would be to change the way we describe the area – within the UK and worldwide - as the 'Broads National Park'.
- 2.2 Appendix 1 to this paper is a suggested draft document which sets out the case for adopting the name 'Broads National Park', starting in 2015. There are three main reasons, as set out in the document, for the adoption of this change.
- Establish the internationally recognised National Park brand and name for the Broads to underline its very special qualities and status as a National Park.
 - Introduce consistency in the way the area is promoted to increase the economic value generated by tourism to Norfolk and Suffolk.
 - Take full advantage of the corporate sponsorship opportunities being promoted by the UK's national parks using the *National Parks: Britain's Breathing Spaces* strapline.
- 2.3 Members are asked to review the rationale set out in Appendix 1, and consider whether, in principle, to accept the proposal that the Authority should adopt the name 'Broads National Park' for all presentational and branding and some corporate communications from 2015 onwards. This would mean that the reference to 'The Broads – a member of the National Park family' would disappear as soon as practicable from public view and be replaced by the less ambiguous 'Broads National Park'. The term 'Broads Authority' would continue to be used in legal and some corporate contexts, where the formal name of the body as established by Parliament in 1989 would need to be maintained.

3 Legal Implications

- 3.1 The proposition is that, other than in legal documents, the Authority will refer to the area as the 'Broads National Park'.
- 3.2 The advice of the Authority's Solicitor and Monitoring Officer is that:
- (i) There is no provision in the Norfolk and Suffolk Broads Act for a formal change of name and the Broads is just referred to as the Broads and the Act establishes the Broads Authority.

- (ii) There is nothing in the 1949 National Parks and Access to the Countryside Act or the Local Government Act that prevents the Broads Authority using the term 'Broads National Park'.
- (iii) No changes to the legislation are necessary for the use of the name 'Broads National Park' because not only is there no significant difference between the status of the Broads and a National Park, but also, as important, if not more important, is the factual similarity.
- (iv) The main legal differences between the Broads Authority and National Park Authorities in the rest of the UK are the additional powers and responsibilities that relate to the management of the navigation and the balanced weight which has to be given to recreation and the interests of navigation as against conservation. For the 14 National Parks, including the two Scottish Parks which have different legislation but are also called National Parks, if there is a conflict between the first purpose of conservation of the area and the second purpose of promoting understanding and enjoyment of the Park, greater weight has to be given to the first purpose. In the Broads equal weight is given to all its three purposes and this will remain the case.
- (v) The use of the term National Park would not be a misrepresentation or cause damage to any business or community. Rather it will greatly support and help local businesses. The UK's National Parks have previously indicated that they have no objection to The Broads calling itself a National Park and this will be confirmed again in November.

4 Financial Implications

- 4.1 There are no financial implications of using the new brand in next year's promotional material and it is proposed that existing signage be updated only when replacement is necessary. Members may want to consider allocating a relatively small sum of money to support parish councils and charities implement the branding.

5 Broads National Park: Process and Timetable

- 5.1 If Members agree in principle to the adoption of the new and simpler name for the area, it is proposed that the Authority should, between now and January 2015, consult a wide range of organisations and individuals about the change of name, using the draft leaflet at Appendix 1, after any necessary minor editing changes, to establish:
 - a. The level of support for a more consistent use of the term Broads National Park as a branding exercise;
 - b. How other organisations would propose using the term Broads National Park; and
 - c. What actions the Broads Authority might need to take to support and help other organisations use the brand.

5.2 The proposed timetable is as follows.

2014 September 26	Broads Authority considers Draft Consultation Document
October – December	Consultation with a wider variety of organisations and interested parties
October 23	Consultation with Navigation Committee
November 6	Consultation with Broads Forum
December 3	Consultation with Local Access Forum
2015 January 23	Broads Authority considers feedback from the consultation and makes final decision on the branding approach

6 Consultation

- 6.1 A range of representatives of key stakeholders have been informally consulted and the document has been modified to take account of the suggestions and comments made. The overwhelming response has been a positive one and some quotes from key stakeholders have been included in Appendix 1.

7 Conclusion

- 7.1 The time appears right for the Broads to use the status it was given in 1988 more directly to promote its special qualities so that more people understand and respect how important the area is and are encouraged to come and explore and enjoy the landscape and beauty of the area.

Background papers: Nil
Author: John Packman

Date of report: 15 September 2014
Broads Plan Objectives: PE1

Appendices APPENDIX 1 – The Broads National Park - making the most of a brand which is internationally recognised. Draft Consultation Document Sept. 2014

DRAFT

NATIONAL PARKS
Britain's breathing spaces

The Broads National Park

Making the most of a brand
which is internationally recognised



Consultation Document September 2014



25

1989
2014

In its 25th anniversary year the Broads Authority is reviewing how more effective use of the National Park name can raise awareness and appreciation of the very special qualities of the Broads - an area with a status essentially equivalent to that of a National Park - and further support the regional and local economy.

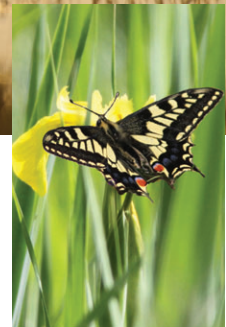
This paper proposes that the term Broads National Park is in the future used consistently for marketing related purposes when referring to the Broads in order to:

- 1 Align the Broads much more closely with the internationally recognised National Park brand in order to raise awareness and appreciation of its special qualities.**
- 2 Introduce consistency in the way the area is promoted to increase the economic value generated by tourism and local recreation to Norfolk and Suffolk.**
- 3 Take full advantage of the corporate sponsorship opportunities being advanced by the UK's National Parks.**

Britain's National Parks are working together to raise awareness of their importance and to win corporate sponsorship under the banner 'Britain's Breathing Spaces'. If we want the Broads and its important tourism industry to capitalise on these opportunities we need to be more directly associated with the internationally recognised National Parks brand.

We are now consulting widely on using the name 'Broads National Park' for marketing purposes, rather than the differing and confusing names which have been applied to it. The proposal does not involve any change in the legal name or status of the area; nor will it affect any of the Broads Authority's functions and responsibilities as set out in the Norfolk and Suffolk Broads Act 1988 as amended. We would not formally become a National Park Authority.

The Broads is a very special place: Britain's most important wetland, a haven for rare wildlife, with inspirational landscapes and excellent recreational opportunities, particularly for bird watching, cycling, boating, walking, canoeing, fishing and sailing.



The area has international designations because of its unique nature conservation value. Although the Broads only accounts for about 0.1% of the UK's land area, it has 26% of the UK's most rare and threatened plants and animals. This amounts to more than 1,500 conservation priority species. Additionally around 25% of the area of the Broads is designated at European level as being of international nature conservation importance.

Tourism and local recreation in the Broads are worth more than £500 million a year to the region's economy. Approximately 9,500 local jobs are directly supported by tourism with many thousands more indirectly dependent on the industry. Many of these jobholders will have families to support and so the actual number of people reliant on tourism in the Broads is even higher than these figures suggest.

The Broads contributes to the health and well-being of the local population in many other ways, including the provision of drinking water; fertile agricultural land on which to grow food; flood protection; carbon storage and a wide range of recreational opportunities for enjoying the countryside which improve people's quality of life.

The Broads was first recognised as meriting full national park status in the 1930s but concerns about costs of the

management and the complexity of the administrative arrangements which were required to manage the area meant it was not one of the first National Parks that were established in the 1950s. But in the following 20-30 years, a number of stress factors, including wastewater from sewage treatment works, created significant environmental degradation. As a result, some of the special features of the Broads landscapes were damaged, the water quality deteriorated, and plants and bird species were lost. This dramatic decline prompted action by the Countryside Commission in the 1980s. The Broads was granted an equivalent status to that of a National Park under a specific Act of Parliament in 1988 which also took account of the importance of maintaining the navigation area.

The Broads Authority has an international reputation for the quality of its research, the restoration of damaged wetland habitats, sustainable tourism initiatives and the implementation of new techniques for the management of its fenland, grazing marshes and waterways. The Authority also played an important role in negotiating the Halvergate Grazing Marshes Conservation Scheme, the forerunner to EU legislation to provide a system of positive payments to landowners for farming in more environmentally-friendly ways.

NATIONAL PARKS

Britain's breathing spaces



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A unique opportunity for the Broads to capitalise on its National Park status

More could and should be done to raise the regional, national and international profile of the Broads. We believe this could be achieved by fully embracing the marketing opportunities offered by the National Park name. This would bring many economic as well as environmental benefits, not least in raising the profile of the Broads as a premier visitor destination and in creating recognition and revenue for the valuable ecosystem services the region offers to present and future generations. We need many more people to hear about the Broads and share our commitment to its future.

The independently researched Visitor Survey in 2010 showed that only 59% of visitors were aware of the Broads' National Park essentially equivalent status. This compares to 90% for visitors to Loch Lomond and The Trossachs which was designated as a National Park only 12 years ago, demonstrating that more needs to be done.

In a recent visit to the Broads James Berresford, the Chief Executive of *Visit England*, commented on tourism in the Broads that: "We can't afford to be complacent. This is a fragile industry". The Eastern Daily Press Editorial followed up his comments: under the headline "Shout about the Broads" the paper argued that we need to do much more to promote "the warm hospitality and magical scenery on offer".

Mr Berresford has voiced *Visit England*'s strong support for the proposal to use the National Park name, affirming it will help raise the profile of the Broads internationally, bring in revenue, inspire local pride and that it "brings a degree of kudos that supports the wildlife, ecology and conservation priorities of the Authority and for the other National Parks it helps diversity the offer, opens up new markets and spreads their reach." (See page 11)

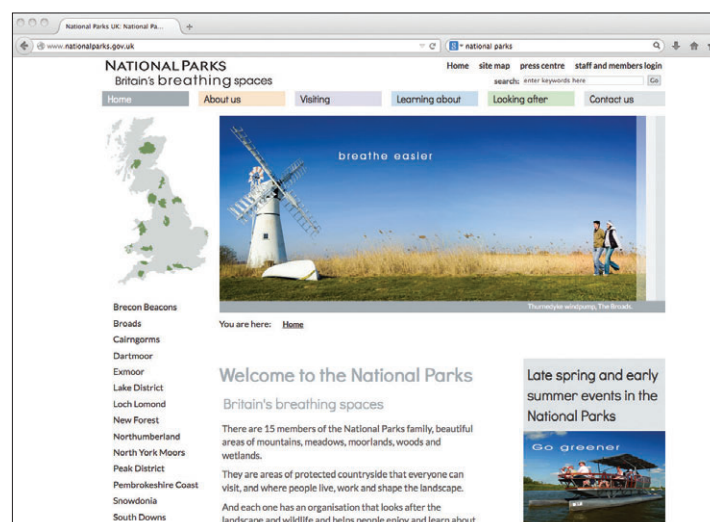
National Park - an international brand

In the USA, National Parks are referred to as *America's best idea*. The first National Park, Yellowstone, was created in 1872, and is now one of 59 in the States and over 6,000 worldwide. The US National Park Service was created in 1916 with a role "to conserve the scenery and the natural and historic objects and wildlife therein, and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

In the UK we do not have the large wild areas of National Parks in other countries, but we do have areas that convey a similar feeling of wildness. The mountains of the Cairngorms and Snowdonia, the moorland areas of Dartmoor, Exmoor and the North York Moors as well as the peat bogs of the Peak District all exhibit these characteristics. So do the fens and remoter parts of our shallow lakes and rivers in the Broads.

'Britain's Breathing Spaces'

Over the last year, Chairs and Chief Executives from the 15 National Parks in the UK, have been working together to raise their profile and to capitalise on the value of 'National Park' being an internationally recognised brand.



National Parks UK, our umbrella body, has developed a common approach to promotion under the banner of *Britain's Breathing Spaces*. This phrase, which has struck a chord for all the UK's National Parks, has been adapted from the description of the Broads as 'a breathing space for the cure of souls', one of the lasting quotations from Ted Ellis, the writer and broadcaster who lived for 40 years at Wheatfen Broad. Branding guidelines, including key messages and a set of images from all the National Parks, including the Broads, have been developed for promotional material and the web portal (www.nationalparks.gov.uk).

The objectives of the campaign are to:

- 1) Promote the UK's National Parks as tourist destinations in uniquely beautiful semi-natural landscapes;
- 2) Raise public understanding of the National Parks as a group of special places; and,
- 3) Develop a sense of collective value and ownership of the National Parks amongst residents, stakeholders, opinion formers and others, regardless of whether or not these people actually visit the Parks.

In order to make the most of this unprecedented marketing opportunity, the Broads needs to fully promote its own National Park credentials.

The National Park brand - developing corporate sponsorship

National Parks UK has also been working to develop relationships with business to support our work. The first of these (in 2010) was with the footwear manufacturer Merrell who, in return for permission to use the National Park brand, provided a variety of services including a 'Find Your Nearest Park' on their website, local promotional campaigns and competitions and free access to its office facilities in London for meetings.

In 2013 the USA's National Park Foundation raised over \$23 million in private gifts to support America's National Parks. One of their present day corporate sponsors is Reckitt Benckiser, the parent company of Air Wick. The company approached National Parks UK and a deal was agreed in 2013 for a promotional campaign for the company's products using the *National Parks – Britain's Breathing Spaces* brand. In return the company is providing financial support and sponsorship to National Parks UK to further our joint efforts. In the first month of the campaign, the company estimate their advertisements reached 85% of the UK's population.

All 15 members of National Parks UK are working together to engage with other leading businesses to both raise money and the public profile of the parks. It is critical that the Broads is in a position fully to grasp this opportunity.



A promotional poster for the Air Wick National Parks Collection. The top left shows a photograph of a flower growing from a crack in a cobblestone pavement in Covent Garden. The top right features the Air Wick logo. Below the logo, the text reads: "NATIONAL PARKS Britain's breathing spaces". A pink banner across the middle says "SATURDAY 1st MARCH". Below this, the text says: "Enjoy a slice of British Nature in Covent Garden to celebrate NEW Airwick National Parks Collection". At the bottom, it says: "Head down to the Piazza from 10am for entertainment, activities and more..."



A screenshot of the Merrell website. The top navigation bar includes: MEN'S, WOMEN'S, KID'S, COLLECTIONS, WHAT'S NEW, BAREFOOT. Below the navigation bar is a banner for "Merrell and the National Parks" with a large image of a hiker. Text on the banner includes: "Merrell and the National Parks", "The UK Association of National Parks (UKANP) and Merrell are working together to raise the profile of the 15 National Parks across the UK. The partnership aims to engage and inspire new audiences from all backgrounds to visit the family of National Parks by promoting their accessibility and the wide range of activities available within them. The collaboration will also help to aid the conservation of each of the National Parks as they become an even greater destination of choice for members of the public, keen to experience the UK outdoors.", "MORE ON THE NATIONAL PARKS", "The UK's 15 National Parks are part of a global family of over 115,000 protected areas, covering 184 million square kilometres (or 6% of the Earth's surface). We are joined to Europe through the 11,460 km² EUNEP network of European protected areas, with 360 member organisations in 17 countries. There are 13 National Parks in England, 3 in Wales and 2 in Scotland, they are: England - Dartmoor, Exmoor, Lake District, New Forest, Northumberland, North York Moors, Peak District, the Cotswolds, the Yorkshire Dales, the South Downs and the Broads which has equivalent status to a National Park. Wales - Brecon Beacons, Pembrokeshire Coast and Snowdonia. Scotland - Cairngorms and Loch Lomond and the Trossachs.", "FOR MORE INFORMATION VISIT WWW.NATIONALPARKS.GOV.UK". Below the banner are four product categories: "Rugged Pro GTX" (men's footwear), "Cumbria" (men's clothing), "Find Your Nearest Park" (a map of the UK with National Parks marked), and "Siren Sport GORE-TEX" (women's footwear). The map shows locations like Cairngorms, Loch Lomond & The Trossachs, Northumberland, Lake District, North York Moors, Yorkshire Dales, Snowdonia, Brecon Beacons, Pembrokeshire Coast, Exmoor, Dartmoor, New Forest, South Downs, and the Broads.

Overseas opportunities

National Parks UK is working with *Visit Britain* and the *GREAT* campaign to raise awareness in overseas tourism markets. Dutch and German visitors used to be more common in the Broads than they are now. Locally the Broads Authority is working with the UK holiday company Hoseasons to explore the opportunities for promoting the area in continental Europe. More effective use of the National Park brand would be a great boost to our profile in these areas.

What's in a name?

The Norfolk and Suffolk Broads Act 1988 simply refers to *the area commonly known as the Broads*. Nothing in the names the *Broads* or the *Norfolk Broads* or the *Norfolk and Suffolk Broads* indicates the area's special status. In 2006, the Broads Authority consulted widely on a Draft Broads National Park Authority Bill. The Bill's primary purpose was to improve public safety but one of the original proposals was to change the name of the area to the **Broads National Park**.

The proposals regarding the name change received widespread support. However, there was also comment from organisations who wanted the Bill to give more weight to the protection of biodiversity and landscape over the use and enjoyment of the Broads. Other organisations responded by expressing their concern that a change of name would bring with it a priority to protect the area over the public right of navigation. It did not prove possible to resolve these issues in time for the discussion of the Bill in Parliament. As the provisions regarding public safety on the water had to take priority, the name-change proposals were deleted.

So why is the Broads Authority revisiting this issue now in a different way, not seeking a legal change but rather through a branding exercise? There are three reasons:

1. Establishing the internationally recognised National Park brand and name for the Broads

The best and most accurate label for understanding the status of the Broads, its conservation importance and its value as a national and international tourism destination is 'National Park'. Economic security in the Broads, especially for those who live and work here to provide services to visitors, is dependent on the 'natural capital' - the environmental goods and services the Broads provides. The National Park brand will not

only help strengthen and sustain this security by attracting more visitors but it will also help safeguard this special, natural resource by generating greater environmental respect among the public who know and value the National Park name.

Clarity of brand, credibility of brand and a strong identity are critical for the long-term financial success of the Broads area, its population and the Authority which has responsibility for managing it.

2. Introducing consistency in the way the area is promoted

Many already refer to the area as the 'Broads National Park', including MPs in Parliament, the World Database of Protected Areas, National Parks UK in its publications and website, local businesses in promotional material, Google on its Maps and New Anglia in its recent *Strategic Economic Plan for Norfolk and Suffolk*. However, there is no consistent use of this branding, which can lead to confusion. The Broads is the East of England's only 'National Park', yet this important and valuable asset is not well known or used effectively to promote the region as a whole.

The Authority works closely with local tourism businesses to raise the profile of the area and, in particular, to extend the season by encouraging more visitors to come outside the summer months. To date at least five separate identities have been used to promote the area:

- (i) *Norfolk Broads* is the historically well-known reference to the area but fails to identify Suffolk's broads and rivers and the area's status.
- (ii) *Broadland*, a presumed corruption of the phrase 'Land of the Broads', has been much used, mainly in the past, by commercial firms and by some authors; this is also the name of just one of the seven district councils within whose area the Broads lies.





- (iii) *Britain's magical waterland* has been successful in coordinating the promotional efforts of local tourism businesses but was adopted as a marketing brand rather than as a formal name and has limited recognition outside the immediate area.
- (iv) *Member of the National Park family* is currently used by the Authority, but it does not readily denote a clear, unambiguous name for the area. If the Broads is a member of the National Park family, what stops it being called a National Park? This leads to confusion and misunderstandings, and does not help clarity of status, strength of brand or purpose.
- (v) The *Broads National Park* name is being regularly used by some local companies and organisations such as the New Anglia LEP but does not at present reflect the way in which the Broads Authority, the official body which manages the Broads, styles itself.

For brands to work effectively they need to be credible, recognisable and used consistently by a wide range of stakeholders so that a coherent picture and identity is presented to, and understood by, the public.

3. Taking advantage of the international awareness, national campaigns and partnership

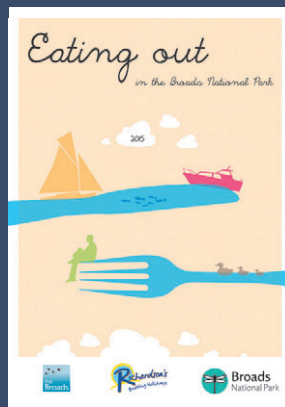
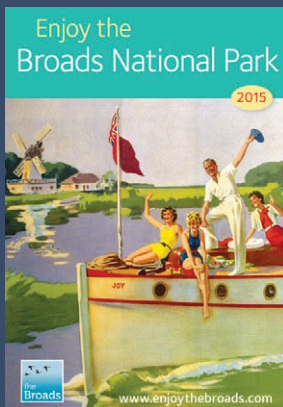
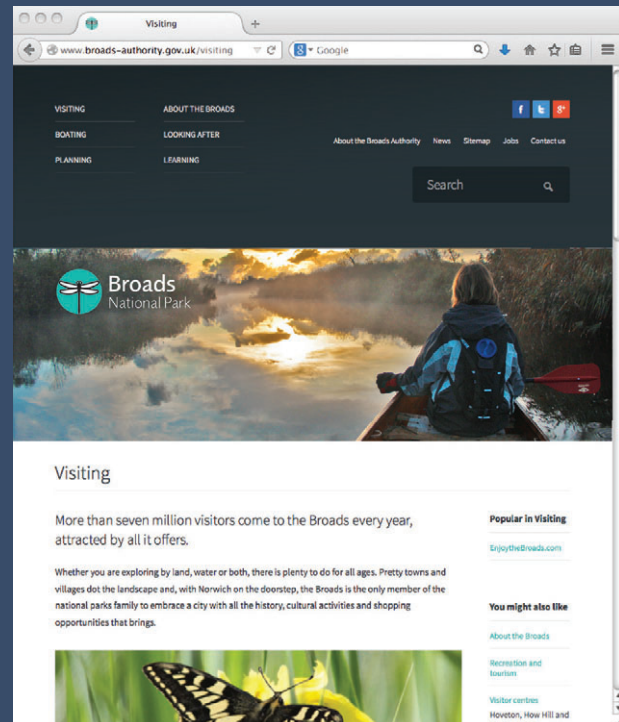
If the Broads is to make the most of the National Parks UK collaboration with *Visit Britain* and its engagement with

large corporate sponsors, as well as the English National Parks' initiatives with *Visit England*, then we need to be more closely identified with the UK's National Parks.

From our preliminary discussions with some of our key partners, there is a groundswell of support and recognition that now might be the right time to make the most of National Park branding.

What is the current status of the area?

When the Broads Authority was established in 1989 by the Norfolk and Suffolk Broads Act the area was given the status essentially equivalent to that of a National Park. So for example, when development proposals are assessed, the policies in the Development Plan give the Broads the same level of landscape protection as a National Park. While there are differences between the legislation which set up national parks (National Parks and Access to the Countryside Act 1949) and that which established the Broads Authority (Norfolk and Suffolk Broads Act 1988), the two key purposes of national parks, those of conserving and enhancing the natural beauty of the area and of promoting its enjoyment by the public are embedded in the Norfolk and Suffolk Broads Act.





Corporate name

The name of the organisation has also been raised as an issue. The Norfolk and Suffolk Broads Act 1988 states that *there shall be a body corporate, to be known as the Broads Authority*. We are not suggesting that the terms of incorporation or the incorporated name should be changed. So, formal documents will still bear the name of the Broads Authority. However, changing the day-to-day name for the organisation has potential advantages. Because the formal name has just two words, 'Authority' is given a great deal of emphasis and implies a controlling body exercising power rather than providing a service. Nor does it indicate the membership of National Parks UK, or even of the 'family'. So it is proposed, for example, that the Authority's headed notepaper would bear the title Broads National Park, with a footnote that the legal name is the Broads Authority.

What is the legal position?

1. Is there provision for the Authority to change its name and the name of the area?

There is no provision in the Norfolk and Suffolk Broads Act 1988 for a change of name: the Broads is just referred to as the Broads and the Act establishes the Broads Authority. For local authorities there is a process for a change of name set out in the Local Government Act 1974, by resolution of not less than two-thirds of the members voting, as used by South Norfolk Council.

2. Is the Authority proposing to change its legal name?

No. The Authority would still legally be the Broads Authority but when promoting the area or talking about the work of the organisation it would simply refer to the *Broads National Park*. This branding initiative will involve no change in legislation, in the Authority's powers or in its planning responsibilities. However, it will assist the local economy and help the public understand the special status of the Broads.

3. Have other organisations used a different name from that in the legislation?

Yes, this is quite common. Examples include the Anglian Water Authority that quickly dropped the word Authority to become just Anglian Water. English Heritage is a name

adopted by the Historic Buildings and Monuments Commission for England to demonstrate more clearly what the organisation does: the name does not appear in the legislation. The Norfolk Wildlife Trust is still legally the Norfolk Naturalists Trust.

4. Is there anything to prevent the Authority using the term the Broads National Park?

There is nothing in the *National Parks and Access to the Countryside Act* 1949 or the *Local Government Act* 1974 that prevents the Broads Authority using the term the *Broads National Park*. The Authority has received guidance that no changes to the legislation are necessary for the use of the name the 'Broads National Park'.

5. What is the legal difference between the Broads and other National Parks in the UK?

The main legal differences between the Broads Authority and National Park Authorities in the rest of the UK are the additional powers and responsibilities that relate to the management of the navigation and the balanced weight which has to be given to recreation and the interests of navigation as against conservation. For the 14 National Parks, including the two Scottish Parks which have different legislation but are also called National Parks, if there is a conflict between the first purpose of conservation of the area and the second purpose of promoting understanding and enjoyment of the Park, greater weight has to be given to the first purpose. In the Broads, equal weight is to be given to all its three purposes, the two National Park purposes and "protecting the interests of navigation", and this will remain the case. Other legislation, such as the European Habitats and Water Framework directives, provides very strong protection against damaging activities to the most important nature conservation sites in the Broads.

6. Would any interests be harmed by use of the term National Park?

We do not believe that using the term National Park for the Broads would be a misrepresentation or cause damage to any business or community. Rather it is likely to support and help local businesses. The UK's National Park Authorities have indicated in the past that they have no objection to the Broads calling itself a National Park. This position will be confirmed with them in November.



Delivery of the new branding

If the Broads National Park brand were adopted by the Broads Authority it would finally help dispel the confusion which currently surrounds the status of the Broads. The Authority would not be able to change all the Broads branding immediately but rather as occasions arise use the new brand in publications, signage on vehicles as they get replaced, official signs and interpretation when printed.

The success of the project would follow the widespread adoption and promotion of the new brand by the full range of businesses, public bodies and voluntary organisations based in Norfolk and Suffolk, and by regional and national organisations with interests in the area.

It is encouraging that the informal consultation involved in the drafting of this paper has elicited a very positive response from key partners and stakeholders as shown in the following quotations:

The term National Park has become so embedded into the English language as an area of recreation, enjoyment, tranquillity and natural beauty that it embodies perfectly this unique and unrivalled landscape and puts it firmly on the map as a 'must see' area for tourism. I have no doubt in my mind that such a rebrand would draw many thousands more visitors to the area, many of whom are blissfully unaware of what the Broads have to offer. It is a vital next step to ensuring the long term prosperity, protection and popularity of this stunning Magical Waterland.

Simon Altham Managing Director, Hoseasons

Suffolk Wildlife Trust is keen to raise the profile of the 'Suffolk Broads' as it is a strategically important area for us in delivering our Living Landscape vision as well as investing in Carlton Marshes as a flagship site.

Clearly identifying the Broads as a National Park would help communicate the quality of the Broads landscape and natural environment – qualities that are seen as integral to the National Park brand. National Parks are also seen as being accessible landscapes for people – a message we are keen to communicate to attract more people to enjoy the special places we manage as nature reserves.

Julian Roughton Chief Executive, Suffolk Wildlife Trust

The Broads National Park is at the heart of our tourism economy and the jewel in the crown of our natural capital assets. As we transform our economy to welcome the world, the Broads needs to show what a great place this is to live, work and visit. This is a really welcome opportunity to revitalise what the Broads has to offer and for the Broads National Park to claim its place as one of the premier locations in the UK.

Mark Pendlington Chairman, New Anglia Local Enterprise Partnership and Group Director, Anglian Water

We fully support the use of the term Broads National Park. As well as the predictable economic benefits that will arise from attracting more visitors to Norfolk and Suffolk we consider that use of the National Park name will much more effectively and appropriately raise the profile of the special qualities of the Broads.

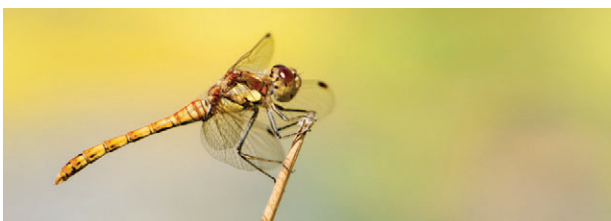
Chief Executives of Norfolk and Suffolk local authorities and Chief Constables of Norfolk and Suffolk



The latter generation of national parks have all had different iconic characteristics: forest; downs and waterways - but lacking the mountain or moorland landscapes of the older generation. As such, the public concept of what constitutes a National Park has had to change. Utilising the established brand of the English National Parks appears to make sense and to provide mutual benefits. For the Broads, it brings a degree of kudos that supports the wildlife, ecology and conservation priorities of the Authority and for the other National Parks it helps diversify the offer, opens up new markets and spreads their reach.

VisitEngland would see the greater use of National Parks branding helpful on a number of fronts. For example, it enables greater flexibility in terms of linking to the other National Parks for joint campaigns or promotional offers where the qualities of these areas might be highlighted. It will help raise the profile internationally, especially in near-European markets which are both close in terms of accessibility and where national park status is highly valued such as in Germany and the Netherlands. It will no doubt assist in terms of obtaining sponsorship or even revenue from other streams such as from charitable donations and endowments. We would also anticipate that the Broads would also achieve greater community buy-in from utilising the National Park brand and it would help instil a greater degree of local pride and acknowledgement of the benefits of tourism.

James Berresford Chief Executive, VisitEngland



Beccles is proud of its history and role as a key southern entry point to the Norfolk and Suffolk Broads and would be honoured to become a 'Gateway to the Broads National Park'. The benefits to our town, its residents, local businesses, visitors, our neighbouring towns and the Waveney Valley as a whole of being part of the very special area which the National Park would represent are inestimable. I hope very much that we can be one of the first to display new signage welcoming visitors to the Broads National Park.

Caroline Topping Mayor of Beccles



The benefits of National Park branding to our members will be hugely rewarding, both for now and for years to come. Not only will Broads Tourism benefit in being able to use the strength and recognition of the 'National Park' name to promote the Broads to a much wider audience, the name will also add weight and integrity to our existing branding work that has worked so well to date in unifying all of the businesses that make up the unique Broads experience.

Katie Lawrence Chair of Broads Tourism



Before finalising its decision on the new branding the Broads Authority wants to engage with all the local organisations with an involvement in the Broads including all the parish councils which have part of their area in the Broads. There may be opportunities, working with Parish and Town Councils, to erect signs welcoming visitors to the Broads National Park at suitable locations

and using branding such as "Gateway to the Broads National Park" at locations such as Acle, Beccles, Brundall, Bungay, Loddon and Chedgrave, Potter Heigham, Stalham, Wroxham and Hoveton.

The Authority is therefore seeking answers to the following three questions.

Key questions

1. Do you support a more consistent use of the term the Broads National Park as a branding exercise?
2. How would you envisage your organisation using the term the Broads National Park?
3. Are there any specific actions the Broads Authority could take to support and help your organisation in using the brand?

Please return answers to the three questions and any comments to the following address:

Chief Executive, Broads Authority, Yare House,
62-64 Thorpe Road, Norwich NR1 1RY

By 31 December 2014

All responses will be considered by the Broads Authority on 23 January 2015 prior to making a final decision on the new branding.



Broads Authority

The Broads - a member of the
National Park family

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*Front cover photo: Turf Fen Mill at How Hill
by Chris Herring*

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