

Explore More Coast
Report by Senior Trails Officer (Norfolk County Council)

Summary: This report highlights partnership work to be carried out as part of the Explore More Coast Project which could link into the Broads area.

Recommendation: That members note the report and its contents.

1 Introduction

1.1 Norfolk county Council are managing a project called Explore More Coast which mirrors stage two of the coastal access being delivered as part of the English Coast path. In addition Norfolk County Council is working with the Broads Authority on an Interreg funded, 2 Seas Cluster Project - Proximity 2. Officers from the county are working with Broads Tourism and other European DMO's to increase awareness of the Broads, to businesses and visitors of Great Yarmouth and Europe.

1.2 These projects have a number of outputs and these include:

- Providing increased training and development for business in the area linked to trails
- The creation of new circular routes linked to the coastal access
- Increased signage and interpretation linked to circular routes
- Providing increased volunteering opportunities
- Working with European DMO's to share best practice and increase our presence and branding overseas

2 Vision and aims

2.1 The aim of this paper is to make the Broads Local Access Forum aware of the project and its outputs and also to provide the opportunity for the local access forum to have an input into the scoping and creation of these circular walks as well as becoming aware of additional projects being delivered in and around the Broads Authorities Executive Area.

2.2 There is a proposed shared local access forum meeting between Norfolk LAF and the Broads LAF outside the local access forum cycle of meetings.

2.3 The proposed date is the 20th January 2015 to be held in Great Yarmouth as this would include a number of different projects including Coastal Access, Explore More Coast, Proximity and the Broads Landscape Partnership area.

2.4 At this meeting it would be opportune to carry out some map interrogations to identify firstly where the preferred areas for circular walks would be in order to provide officers with some feedback. Additionally members will have the opportunity to see a number of presentations on other projects.

3 How the challenge will work

3.1 Once these potential circulars have been identified officers will be able to carry out some more detailed consultations with local interest groups in order to come up with a detailed list of routes and associated maps.

3.2 Once this element of the Explore More Coast work has been carried out officers will present to both Norfolk and the Broads local access forum in order to inform members of progress.

4 Conclusions

4.1 In conclusion this paper seeks to follow on from and address issues that the Broads Local Access Forum raised at their last meeting identifying links between coastal access and inland towns and villages.

4.2 This paper seeks to offer ways in which positive consultation can take place between both local access forums and officers to agree both routes and process for developing routes in the Explore More Coast area.

Background papers:	None
Author:	Russell Wilson
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Broads Plan Objectives:	None
Appendices:	None