

Broads Authority is re-awarded accolade for sustainable tourism

The Broads Authority has been awarded the prestigious European Charter for Sustainable Tourism for the second time.

The Authority was the first member of the family of English national parks to receive the Charter five years ago and a great deal of work has gone into assuring its renewal, culminating in a two day visit by a Europarc assessor.

The Authority came in for special praise for its work in sustainable tourism, for its communication including promoting the new brand for the Broads – Britain’s Magical Waterland - and for providing opportunities and facilities for disabled people.

In April an assessor visited a selection of Broads businesses and visitor attractions which have demonstrated green credentials as well as interviewing Broads Authority staff about the work that has been carried out to implement a sustainable tourism strategy and action plan.

The assessor concluded that “the successful combination of attractive water-based activities and wildlife experiences with safeguarding the high conservation value can still be seen as an exceptional strength of the area.”

She said that major progress over the last five years had been made in developing a strong partnership with Broads Tourism – the local organisation for tourism businesses. She was also impressed with the work achieved to build the new Broads brand, and the new tourism website, www.enjoythebroads.com.

Main strengths listed were the Green Tourism Business Scheme, including a new pilot scheme for assessing environmentally friendly hire boats, the Broads Quality Charter for restaurants and pubs, quality development of moorings, access for disabled people, conservation management, a cycle and canoe hire network, training in traditional crafts and the Broads Authority’s methods of communicating.

The Broads Authority’s provision for disabled people and information on this came in for special praise.

The report says: “With its water-based opportunities for disabled people, including sailing, it is still outstanding and can serve as an example of good practice. The issue is actively promoted and is presented prominently on the new website as an issue on its own.”

The Authority’s work with the MOSAIC PROJECT which creates links between minority groups and national parks by providing targeted events comes in for special mention.

Bruce Hanson of the Broads Authority said: “We are delighted to receive this brilliant accolade once more. Our work in partnership with the business community is really

bearing fruit now and it is to everyone's advantage – the businesses know that they profit from operating in an environment that is really well cared for and valued by us all. The Broads is yet again acknowledged to be demonstrating best practice at an international level.



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