

## **Response to Branding the Broads consultation**

The Campaign for National Parks is the independent national voice for the 13 National Parks in England and Wales. Our mission is to inspire everyone to enjoy and look after National Parks – the nation’s green treasures.

We welcome the opportunity to respond to this consultation and support the proposal to make more use of the Broads National Park brand. We have set out brief answers to each of the consultation questions and some other comments below.

### **1. How do you feel about a more consistent use of the term the Broads National Park as a brand?**

We believe that a more consistent use of the term the Broads National Park as a brand could bring significant benefits to the area, as set out in the consultation paper. In particular, the use of the internationally recognised National Park title should help attract visitors from both the UK and overseas and will also ensure that the Broads is able to benefit fully from the work that National Parks UK is doing to promote all the National Parks.

### **2. In what ways would you envisage your organisation using the term the Broads National Park?**

The Campaign for National Parks would use the term the Broads National Park whenever referring to the area in our publications, consultation responses and other documents. Although we do not currently use that term explicitly, we often refer to the ten National Parks in England in consultation responses and briefings and do not refer to the Broads separately unless there is good reason to do so. We are keen to ensure that the designation of the area is properly recognised when it comes to planning protection and the statutory duties which apply to public bodies when making decisions which affect National Parks. The change of name should assist with this by ensuring that there is greater recognition of the area’s status.

### **3. Are there any specific actions the Broads Authority could take to support and help your organisation in using the Broads National Park brand?**

We recognise that the main motivation for the proposed change is to take advantage of the marketing and promotional benefits arising from greater consistency of the Broads National Park title and we support anything that encourages more people to visit all our National Parks. However, in line with our desire to help keep these beautiful places safe for everyone to enjoy in the future, we would like the Broads Authority to use the promotion of the new branding as an opportunity to maximise the additional benefits we have highlighted in response to Q2. This would mean writing to all the relevant public bodies and statutory undertakers, such as the Highways Agency and major utility providers operating in the area, to highlight the statutory duties that apply in the Broads.

### **Other comments**

The consultation paper suggests that there may be opportunities to erect new signs welcoming people to the Broads. While there can be some advantages to making sure people know they are entering a National Park, we believe that very careful consideration should be given to the design and location of any new signage. It is important to avoid too

much signage in or close to National Parks and for any signage to be very carefully located to avoid detracting from the beautiful landscapes.

December 2014

For further information about any aspect of this response, please contact Ruth Bradshaw, Policy and Research Manager (email:ruthb@cnp.org.uk, tel: 020 7981 0896)