

Current projects

The Brecks Tourism Partnership

This project brings together businesses and communities committed to developing and promoting sustainable tourism in the area.

Members of the Partnership include award winning accommodation providers such as bed and breakfasts, hotels, camping and caravan sites and self catering cottages, a range of attractions including nature reserves and country parks, historic houses, bike hire and walking and cycling groups. The needs of disabled communities and visitors are also represented.

In 2002 a three year project was developed by the Brecks Tourism Partnership which received £0.5M of European funding from the European Regional Development Fund. This was match funded by EEDA/Keystone Development Trust Single Regeneration Budget, Suffolk and Norfolk County Councils, Breckland Council and the Brecks Countryside Project. The key aims of the project were to promote and market the area as a leading sustainable visitor destination, raise an awareness of the local distinctiveness of the area and encourage non-car exploration

Health walks – ‘Stepping out in Suffolk’

A pilot health walks project has been running in Suffolk since early 2004. This is a local programme of short walks of between one to three miles led by trained local volunteer walk leaders. Planning, promotion and delivery of the project has been led by members of a multi agency steering group. During the first year 93 walks were organised across Suffolk and 1000 people took part. The aim is to now find funding to employ a dedicated project officer to take forward health walks, and other countryside health and activity projects.

Discover Suffolk

Discover Suffolk is a project being developed by Suffolk County Council to link heritage, tourism and recreation in the Rural Mid and East Suffolk. It will co-ordinate and add value to existing projects, promoting them as a single package. Discover Suffolk will provide a web site, countywide branding and long term management of the projects undertaken. It will produce recreation, transport and tourism opportunities for participating communities, providing new inputs into the local economy.



Objective F | Improve promotion, understanding and use of the network

Aims	Actions	Resource required to complete action	Key Organisations lead partner in bold	Performance Measure
F.1 Better co-ordinated and higher quality promotion of countryside access	Promote countryside access and long distance recreational routes in Suffolk Develop a 'one stop' access website initially through the 'Discover Suffolk' project. Role out 'Discover Suffolk' across the county.	✓✓ ✓✓ ✓✓	SCC, Broads Authority, Go-East, Suffolk Development Agency, countryside management projects, Local Strategic Partnerships, Parishes, Suffolk Tourism Partnership, local businesses. East of England Tourist Board, user groups, land managers, Forestry Commission	Discover Suffolk commenced in Mid Suffolk by March 2006. County wide website developed by 2008.
F.2 Brand Suffolk as a prime destination for walking, cycling and riding.	Investigate marketing opportunities and develop campaign with Suffolk Tourism Partnership and others, particularly T.V. the radio and the internet.	✓✓	Suffolk Tourism Partnership, SCC, Broads Authority, East of England Tourist Board, countryside management projects, private sector	Establish branding. Develop campaign.

Aims	Actions	Resource required to complete action	Key Organisations lead partner in bold	Performance Measure
F.3 Increase the number and promotion of easy access routes, including access for wheelchair users. (see B7)	Identify routes already suitable for those with limited mobility. Work with partners to ensure effective promotion. Develop and promote a series of easy access routes across the county.	✓✓ ✓✓	SCC, disability groups , user groups, land managers, Parishes, Districts, countryside management projects , NGOs, Broads Authority . Health walks steering group	Number of routes promoted per year. Number of routes created.
F.4 Better public understanding of their responsibilities when using ProW and Open Access land	Promote the countryside code and responsible use of ProW and Access Land including wildlife trails.	✓✓	SCC, Broads Authority , schools, community groups, Countryside Agency, Parishes, land managers, Districts, countryside management projects	Number of events held.
F.5 Identify areas of greatest potential to improve health	Work with health sector to increase opportunities for people to participate in regular exercise. Support "Stepping Out in Suffolk" Health Walks Steering Group in bid for full time healthy walks co-ordinator for Suffolk and then the continuing project	✓✓ ✓✓	SCC, Broads Authority, PCTs, Health Walks steering group , NGO's, Districts, Parishes volunteers, Forestry Commission	Health walks created. Healthy walks co-ordinator employed.
F.6 Publish Definitive Map to the web.	Place Definitive Map on to SCC web site.	✓✓	SCC	Publication of Definitive Maps to web.

Annex One | Consultation Process for Assessment

Research was carried out with a range of groups throughout the county. Existing information and surveys gathered from other authorities and management projects to confirm, complement or oppose these views.

The following surveys were carried out and focus groups held specifically for the production of the Assessment:

Residents survey

County wide postal survey through “Suffolk Speaks” of 2200 residents across the county that achieved 700 responses, a 33% response rate.

Equestrian Survey

Postal survey to 75 equestrian businesses across the county was distributed to ascertain their use of the network.

Parish Survey

A detailed postal survey to 485 parishes received 244 responses. This was produced to quantify the value, use and demand for PRoW within their communities.

Visitor Survey

Carried out jointly with Suffolk Coast and Heaths AONB during August 2004, 661 visitors were interviewed to discover their use of the network. This survey also provided important economic information.

Land Manager Survey

Postal (100) and e-mail (500) surveys to land managers/owners produced 111 responses. These helped Suffolk County Council review the use, condition, economics and land management of the network.

Diversity Group Survey

One to one surveys and group discussions were carried out across Suffolk to ascertain the views of ethnic groups.

Disability Groups

A range of disability groups was contacted through post and e-mail. The response was very low, therefore one to one discussions were carried out with individuals.

Focus Groups

Focus Groups were held across the county with land managers. User group's, Local Authorities and countryside management projects including the AONB's.

Following the publication of the Assessment further consultation was undertaken between April and October 2005. This involved the distribution of the Assessment to user groups, local authorities, parishes, non- –government and government organisations across Suffolk and neighbouring counties. 5,000 leaflets were also distributed through Tourism Information centres, District Council Offices and at events including the Suffolk Show. There were also a series of meetings with District Councils, User Groups, Countryside management projects and the Broads Authority to look in detail at the findings of the Assessment. All these views were taken into account when producing the Statement of Action.

Suffolk Local Access Forum and the Broads Local Access Forum.

The ROWIP has been taken to the Suffolk Local Access Forum on seven occasions in the last two years for advice and comment. The Broads Authority, Cambridgeshire and Norfolk Local Access Forums have also been consulted at the Assessment Report and draft stages.



Annex Two | Consultees

Local Authorities

Cambridgeshire County Council
Essex County Council
Norfolk County Council
Babergh District Council
Forest Heath District Council
Ipswich Borough Council
Mid Suffolk District Council
St Edmundsbury District Council
Suffolk Coastal District Council
Waveney District Council
Broads Authority

Tourism

East of England Tourist Board
Suffolk Tourism Partnership

Other organisations

Suffolk ACRE
Age Concern
Anglian Water
Suffolk Coast & Heaths Project
Dedham Vale ANOB & Stour Valley Project
Bangladesh Support Centre
Brecks Countryside Management Project
British Association for Shooting & Conservation

The British Driving Society
British Horse Society
British Trust for Ornithology
British Trust for Conservation Volunteers
Broads Local Access Forum
Business Link
Cambridgeshire Local Access Forum
Central Suffolk PCT
Countryside Landowners Association
Defence Estates
DEFRA
EEDA
Essex Local Access Forum
English Heritage
Environment Agency
Essex & Suffolk Water
Forestry Commission
Friends of the Earth
Go – East
Green Light Trust
Greenways Project
Gipping Valley Project
Inland Waterways Association
Ipswich PCT
MENCAP
National Farmers Union
National Trust
Natural England
Norfolk Local Access Forum

Ramblers Association
 Rethink Disability
 Riding for the Disabled
 Royal Society for the Protection of Birds
 Sport England
 Suffolk Agricultural Association
 Suffolk Association of Local Councils
 Suffolk Association of Voluntary Organisations
 Suffolk Chamber of Commerce
 Suffolk Coastal PCT
 Suffolk Development Agency
 Suffolk FWAG
 Suffolk West PCT
 Suffolk Wildlife Trust
 Woodland Trust
 Waveney PCT
 Upper Waveney Valley Project



Annex Three | Glossary

ACRE	Action with Communities in Rural England
CLA	Countryside Landowners Association
DEFRA	Department of Environment, Food and Rural Affairs
DFT	Department for Transport
EA	Environment Agency
EEDA	East of England Development Agency
EERA	East of England Regional Assembly
FWAG	Farming and Wildlife Advisory Group
Go – East	Government Offices East of England
NFU	National Farmers Union
NGO	Non Government Organisation
PCT	Primary Care Trust
ProW	Public Rights of Way
SCC	Suffolk County Council



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