

Norfolk Local Access Forum

Report title:	New NLAF subgroups (Communications; Vision and ideas)
Date of meeting:	3 April 2019
Responsible Chief Officer:	Steve Miller – Assistant Director, Culture and Heritage
Strategic impact Addresses the need for improved communication and awareness raising of the NLAF and Pathmakers and the need to develop a vision to value the PRoW network.	

Executive summary

The NLAF agreed at its last meeting (30th January 2019) to set up two working groups (Communications; and Vision and Ideas).

Recommendation:

That the NLAF discusses and agrees terms of reference and membership for the two groups.

1. Proposal (or options)

- 1.1. The NLAF agreed at its last meeting (30th January 2019) to set up two working groups and to agree terms of reference and membership of the two groups at the 3rd April meeting:
 - (i) one to explore how the value to Norfolk of the wider PROW network could be recognised and developed (Vision and Ideas subgroup)
 - (ii) one to work on a joint Pathmakers and NLAF communications plan to ensure that the work of both is better understood and promoted (Communications subgroup)

2. Evidence

2.1. Communications subgroup (Pathmakers and NLAF)

At the last NLAF meeting, the trustees of Pathmakers, the charitable wing of the NLAF, reported the need for better promotion of Pathmakers, which they considered could be most effectively achieved by developing a joint communications plan with the NLAF (the plan would cover promotion of both organisations). Although differing in structure (the NLAF is a statutory advisory group whilst Pathmakers as a Charitable Incorporated Organisation is able to undertake a more proactive role) the aims of both are the same: namely, to seek improvements in countryside access in Norfolk.

The trustees proposed:

- (i) that a joint communications group is set up to work on a joint Pathmakers/NLAF communications plan that would ensure that the work of the NLAF and Pathmakers is better understood and promoted. The plan will cover joint branding; joint or linked website; linked annual review; joint awareness raising; joint relationship-building with stakeholders.

It was agreed at the January NLAF meeting to set up the subgroup.

Geoff Doggett outlined the steps necessary to develop a joint communications strategy (**Appendix 1**) to provide the background for discussions.

Visions and Ideas subgroup

The PRoW subgroup identified the need for a Vision and Ideas subgroup at their meeting in January.

The group could draw on data from NCC Environment Team projects such as: Green Pilgrimage; Staying Active and Independent Longer (SAIL); research with UEA on valuing cycling and walking and their benefits to health and for the visitor economy; to help them develop a vision for the PROW network.

3. Financial Implications

- 3.1. None as a result of this report

4. Issues, risks and innovation

- 4.1. None as a result of this report

5. Background

- 5.1. Please see proposal

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name : Martin Sullivan **Tel No. :** 01603 222810

Email address : martinsullivan4x4@yahoo.co.uk

Ken Hawkins

Kate MacKenzie

Geoff Doggett



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.