I am an owner of a small hotel in Norfolk. We have successfully marketed our business as a destination from a new start up in 1990. Parts of Norfolk are already well known, The Broads and North Norfolk Coast. Our area, the Brecks, has struggled to gain recognition. Our area could be more effectively marketed nationally and globally but that cannot be achieved by my small business alone.

We had a marketing project termed ‘the brecks project which achieved much to raise awareness of the area and support tourism businesses but folded due to lack of support from Breckland Council who openly stated that they didn’t support tourism. Worth noting was the fact that the majority of ‘the brecks’ is contained in the Breckland District area yet other authorities supported the project financially while Breckland District Council did not.

We now come under the umbrella of Visit Norfolk due to Breckland’s reluctant minimal contribution. Our neighbouring councils appear to value Tourism’s contribution to their economy and quality of life.

We have some wonderful countryside and quiet roads but we lack safe access for cyclists and walkers between towns and villages. There should be a national policy of creating cycleways behind hedges on suitable roads much as they do abroad.

*September 2016*