

## Coast Awards 2011 crown Norfolk Coast Path “Best Coastal Path”



The Norfolk Coast Path National Trail has been voted by Coast magazine readers and a panel of experts as the Best Coastal Path in Britain, winning the coveted Joules Award.

The amazing coastline, good signing and particularly the links with the Coasthopper bus service with signing between the Coast Path and the Coasthopper bus stops captivated readers of Coast magazine and put Norfolk ahead of the Pembrokeshire Coast Path and the South West Coast Path.

Tim Lidstone-Scott the National Trail Manager said. “2011 is the Path’s 25<sup>th</sup> anniversary so it is the icing on the cake to be presented with this award; a real testament to the work of the team and our joint working with the Coasthopper. The 87,000 walkers we counted last year are a real boon to businesses along the route, which is why we often signpost local villages, their pubs and shops.”

There was triple success for Norfolk as Holkham beach scooped the title Best British Beach, for the third year and Cromer Pier won the Best-Loved Pier. The Norfolk Coast Path links both of these as it crosses Holkham beach and ends at Cromer Pier.

The annual **Coast Awards** celebrate the people and places that represent all that is innovative, valuable and exciting around the British coastline.

**Coast** magazine was inundated with thousands of votes from across the UK and, searching for the very best Britain’s coast has to offer, a panel of seven experts – TV presenter Michaela Strachan, Director of The Twentieth Century Society Catherine Croft, Managing Director of Joules Tom Joule, Restaurateur, Fishmonger, Writer and Chef Mitch Tonks, Vice President, Sustainable Markets, SeaWeb Melanie Siggs, Travel Writer Christopher Somerville and Director of Strategy and Communications at VisitBritain Patricia Yates – joined **Coast** Editor Clare Gogerty to sift through scores of nominees and decide eight of the ten category winners and runners-up.

TV presenter Michaela Strachan awarded the winners and runners-up their prizes at the **Coast Awards 2011** ceremony, which was held on Wednesday evening at the Country Living Fair in London.

The Norfolk Coast Path National Trail is managed by a partnership of Natural England and Norfolk County Council through a small team based at Fakenham.

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