

Strategic Direction
Report by Chief Executive

Summary: This report sets out progress in implementing the Authority's Strategic Priorities for 2016/17.

Recommendation: That the updates for 2016/17 be noted (Appendix 1).

1 Progress on Strategic Priorities 2016/17

- 1.1 Each year, the Broads Authority identifies a small set of strategic priorities. These priorities focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. The strategic priorities help target resources and make the most of partnership working and external funding opportunities.
- 1.2 Alongside these priorities and as resources allow, the Authority will continue to work with partners and local communities to deliver Broads Plan actions and routine works. All Broads Plan updates are posted online at: www.broads-plan.co.uk.
- 1.2 An update on the Strategic Priorities for 2016/17 is outlined in Appendix 1.

Background papers: None

Author: Maria Conti
Date of report: 20 June 2016

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: Strategic Priorities 2016/17

Strategic Priorities 2016/17

1. Broads Plan Review

Review and update the Broads Plan, the strategic management plan for the Broads. Work with partners, local communities and other stakeholders to assess achievements (Broads Plan 2011) and set aspirational strategy for 2017-22.

2. Broads Landscape Partnership Scheme: Water, Mills and Marshes

Implement development stage of Broads Landscape Partnership Scheme (LPS), including production of Landscape Conservation Action Plan (LCAP), and prepare second stage application to Heritage Lottery Fund.

3. Hickling Broad Enhancement Project

Develop a long-term approach for the management of Hickling Broad, building on scientific evidence from the Broads Lake Review. In the short term, progress development of a number of smaller projects to meet immediate concerns.

4. Promoting the Broads

Produce and implement Broads National Park branding guidelines.

5. Stakeholder Action Plan

Implement multiple actions in response to the issues identified in the 2014 stakeholder surveys of hire boat operators, private boat owners, residents and visitors.

6. Integrated flood risk management and 'climate-smart' communities

Support EA review of short-term flood risk management strategy towards developing a longer-term integrated strategy for the coast and Broads. Develop approaches to climate adaptation planning and action within protected landscapes for local communities and visitors.

Broads Authority strategic priorities 2016/17					
	Project	Milestones	Progress	Status	Contact
1	Broads Plan review	Consult on revised draft Broads Plan 2017 by October 2016 (min. 8 weeks' consultation) Adopt final plan Mar 2017; implement Apr 2017	Revised draft Broads Plan in preparation. Public consultation on revised plan set back to Oct 2016 to allow more time for strategic planning meetings between key delivery partners.		Maria Conti
2	Broads Landscape Partnership Scheme: Water, Mills and Marshes	Hold 'drop in' events in Apr/May/Nov 2016 in Landscape Partnership Scheme area Hold partner/stakeholder LPS events by end Jul 2016	LPS Project Manager met with Northern Parishes Group (Somerleyton, Blundeston, Oulton, Hopton, Herringfleet, Flixton and Carlton Colville). Partner and stakeholder workshop planned for 26 July in Acle. Development work by partners progressing well and under budget. Test events and activities planned for coming months.		Will Burchnall
		Landscape Conservation Action Plan (LCAP): <ul style="list-style-type: none"> • Submit draft LCAP to LPS Board by end Nov 2016 • Carry out LCAP consultation: Dec 2016/ Jan 2017 • Submit final draft LCAP to LPS Board: Mar 2017 • Submit LCAP and second stage HLF app by May 2017 	Landscape Character Assessment in draft stage, awaiting design guidance from BA Comms team. Consultant-led development work progressing well; draft reports being produced for July. LCAP structure drafted. Content to be developed once LCA, consultancy and second round project initiation documents received.		
3	Hickling Broad Enhancement Project	Submit planning application for Stage 2 in Apr 2016	Application submitted. Site visit held with Navigation Committee and Planning Committee site visit being arranged, aiming for August decision.		Trudi Wakelin
		Start Phase 2 construction in Nov 2016	Detailed design work underway.		

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		Develop full funding application for CANAPE project by Jan 2017	Response to Expression of Interest expected in Sept 2016.		
4	Promoting the Broads	Review outcome of Judicial Review in Apr 2016	Broads Tourism Marketing Group founded. Review of marketing assets undertaken, branding guidelines to be developed by BA and BTMG leader, PR professional Rachael Shakespeare. Own BA guidelines written; use to depend on outcome of leave to appeal.		Lorna Marsh
5	Stakeholder Action Plan	Send regular updates from Chief Executive to Parish Clerks and other stakeholder groups	Regular Chief Executive updates in progress; now forwarded to parish clerks. Formal branding of Chief Executive communications in development.		Lorna Marsh
		Hold min x2 issue/project focused area Parish Forums: <ul style="list-style-type: none"> • Waveney/Yare in Apr/May and Nov 2016 - Landscape Partnership Scheme (LPS) • Ant/Bure or Thurne/Bure in Sept/Oct 2016 (Hickling project or flood risk management strategy) 	Full Parish Forum not held but LPS Project Manager met with Northern Parishes in Suffolk part of LPS area. LPS partner workshop to be held in July. LPS Forum to be held in Autumn once LCAP further advanced and consultant work has reported		Maria Conti/ Will Burchnell
		Provide updates on activities to promote area to Broads Tourism and to BA as part of biannual Broads Plan/ BA strategic priorities reporting	BA strategic priorities updates provided. Broads Tourism updates to be provided through new Tourism Strategy Annual Action Plan, with reporting through newly established Broads Tourism Marketing Group to monthly Broads Tourism meetings.		Lorna Marsh
6	Integrated flood risk management and 'climate-	Report on outcome of EA review to Broads Forum and BA by Autumn 2016	Awaiting EA draft document to Broads Climate Partnership.		Simon Hooton
		Identify next steps to engage public on flood risk management and saline incursion issues - by Dec 2016	Discussions ongoing.		

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smart' communities	Report on engagement and adaptation planning process to Broads Forum and BA - Autumn 2016 and Spring 2017	In progress.		
	Establish core group and prepare external funding bid for climate interpretation in protected landscapes. Submit bid by end 2016.	Suggested revised framework under discussion, focusing on residents.		

Key	Progress	Key	Progress
	Project completed		Unlikely project will be delivered on time, significant worries
	Project on track, no causes for concern		Project will not be delivered on time, major concerns
	Good progress, some challenges in delivery		Direction of progress since last meeting
	Project timetable slipping, plan in place to address concerns		