

**Broads Plan Review:  
Revised Draft for Consultation**

Report by Director of Planning and Resources and Strategy and Projects Officer

<b>Summary:</b>	<p>The Broads Plan is the key strategic management plan for the Broads. The current Plan was adopted in May 2011 and its review is identified as a Strategic Priority for 2015/16. It is anticipated that the revised Plan will be adopted in March 2017.</p> <p>A first draft of the revised Plan was subject to public consultation between February and April 2016. All responses have been considered and a revised draft Plan is now in preparation.</p> <p>This report introduces the revised draft Broads Plan, which will be subject to public consultation between October and December 2016. The Navigation and Recreation sections were considered by the Navigation Committee on 8 September 2016.</p> <p><b>Recommendation:</b> That Members' views on the revised draft Broads Plan are invited. Subject to those views, Members are asked to endorse the Plan for public consultation.</p>
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## **1 Introduction**

- 1.1 This report sets out progress on the review of the Broads Plan, which is being carried out during 2015-17. It is anticipated a revised Plan will be adopted in March 2017.
- 1.2 Members are aware that the Broads Plan is for the Broads, not just for the Broads Authority. As such, while the Broads Authority is responsible for its production, the successful delivery of the Plan depends on a shared vision and commitment to partnership working, and on the best use of shared resources. The involvement of partners, key stakeholders and local communities is also a key part of the plan review process.
- 1.3 The Broads Plan review began in 2015, and included a Broads Authority and Navigation Committee Member Workshop on 7 October. This was followed by workshops with the Broads Forum on 5 November and the Broads Local Access Forum on 9 December. Focused sessions on the Plan were also held with the Broadland Catchment Partnership, Broads Conservation Partnership and Broads Climate Partnership. The first draft Broads Plan 2017 was approved by the Broads Authority in January 2016 and was published for public consultation from

15 February to 8 April 2016. All responses received during that period have been considered and a revised draft Plan is currently in production.

## **2 Strategy Production**

- 2.1 Members may recall from the Broads Plan workshop that an 'Open Strategies' approach was used to help create a clear plan of action with a rationale. To produce the first draft Plan we used a 'Projects, Results, Uses and Benefits' structure to identify User needs (what people want or need to do), the Benefits to be gained, the Results to enable the user needs to be met, and the Projects to create or maintain the results. The revised draft Plan has simplified the information gained from this stage of the process, and sets out proposed priority actions (projects) with intended outputs, resources and indicators.
- 2.2 The Broads Plan is not intended to be a comprehensive list of all the work that may be undertaken in the Broads. It is a high level strategy to guide delivery of the more detailed actions to address the priority issues that have been identified by the Broads Authority and its partners and on which they will commit time and resources over the lifetime of the plan period (2017-22).
- 2.3 It was originally intended that consultation on the revised draft Plan would take place over the summer, but this was delayed to allow more detailed discussion and discussion with delivery partners. This provides greater certainty over the form and scope of planned projects as well as intended lead and joint delivery partners and resources. We are also developing monitoring indicators for each project and an overarching set of State of the Park indicators.
- 2.4 It is important that the Broads Plan strikes an appropriate balance between aspiration and reality. There needs to be confidence that the high level actions identified have a reasonable prospect of being delivered during the next five years, as well as flexibility and innovation to respond to changing circumstances, funding regimes and new opportunities.
- 2.5 The revised Navigation and Recreation sections were presented to the Navigation Committee on 8 September 2016, and Members expressed their support and noted that their previous comments had been taken on board.

## **3 Timetable**

- 3.1 The Broads Plan is a statutory plan and its review is therefore subject to public consultation. It is also subject to Sustainability Appraisal/ Strategic Environmental Assessment (SA/SEA) and Habitats Regulation Assessment (HRA), and these documents are published for consultation alongside the draft versions of the Broads Plan. The milestones for the production of the revised Plan are identified in the Strategic Priorities reported to Broads Authority Members at each meeting.

Background papers:	None
Authors:	Andrea Long and Maria Conti
Date of report:	12 September 2017
Broads Plan Objectives:	All
Appendix:	APPENDIX 1 – Revised draft Broads Plan 2017

**Revised draft**

# **Broads Plan 2017**

**Partnership strategy  
for the Norfolk and Suffolk Broads**

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**Consultation period: 17 October to 30 December 2016**

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## **Broads Plan 2017: Revised draft for consultation**

**Consultation period: 17 October to 30 December 2016**

The Broads Plan is the key management plan for the Broads. A partnership plan coordinated by the Broads Authority, it sets out a **long-term vision** for the area and guiding **partnership actions** to benefit the Broads environment, communities and visitors. The Broads Plan is reviewed and updated on a regular basis. Broads Plan 2017 updates the 2011-16 Plan, and set out our strategic priorities for the period 2017-22.

**We are now consulting on the revised draft Broads Plan 2017 and your comments are welcomed.** Following this consultation, we will prepare a final Plan for submission to the Broads Authority on 24 March 2017. If approved, the Plan will be implemented in April 2017.

The revised draft Broads Plan is accompanied by a draft Habitats Regulation Assessment and a draft Sustainability Appraisal. Feedback on these reports is also invited.

**Comments on all consultation documents must be submitted in writing by the closing date of 4pm on Friday 30 December 2016.**

Please send your comments to:

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Plan compiled and written  
by Maria Conti

## Where to get consultation documents

Visit [www.broads-authority.gov.uk/broadsconsultations](http://www.broads-authority.gov.uk/broadsconsultations) to view and download all consultation documents or email [broadsplan@broads-authority.gov.uk](mailto:broadsplan@broads-authority.gov.uk) for printed copies. Reference copies of all documents are also available at the venues below during the consultation period:

- \* Broads Authority, Yare House, 62-64 Thorpe Road, Norwich NR1 1RY
- \* Broadland District Council, 1 Yarmouth Road, Norwich NR7 ODU
- \* Great Yarmouth Borough Council, Town Hall, Hall Plain, Great Yarmouth NR30 2QF
- \* North Norfolk District Council, Holt Road, Cromer NR27 9EN
- \* Norwich City Council, City Hall, St Peter's St, Norwich NR2 1NH
- \* South Norfolk Council, Swan Lane, Long Stratton NR15 2XE
- \* Waveney District Council, Riverside, 4 Canning Road, Lowestoft NR33 0EQ
- \* Norfolk County Council, County Hall, Martineau Lane, Norwich NR1 2DH
- \* Suffolk County Council, Endeavour House, 8 Russell Road, Ipswich IP1 2BX
- \* Whitlingham Broads Visitor Centre, Whitlingham Lane, Trowse, Norwich NR14 8TR
- \* Acle Library, Bridewell Lane, Acle NR13 3RA
- \* Beccles Library, Blyburgate, Beccles NR34 9TB
- \* Brundall Library, 90 The Street, Brundall NR13 5LH
- \* Bungay Library, Wharton Street, Bungay NR35 1EL
- \* Cromer Library, Prince of Wales Road, Cromer NR27 9HS
- \* Great Yarmouth Library, Tolhouse Street, Great Yarmouth NR30 2SH
- \* Loddon Library, 31 Church Plain, Loddon NR14 6EX
- \* Lowestoft Library, Clapham Road South, Lowestoft NR32 1DR
- \* Oulton Broad, Library Council Offices, 92 Bridge Road, Oulton Broad NR32 3LR
- \* Norwich Millennium Library, The Forum, Millennium Plain, Norwich NR2 1AW
- \* Stalham Library, High Street, Stalham NR12 9AN
- \* Wroxham Library, Norwich Road, Wroxham NR12 8RX

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**Consultation note:** This is a draft plan. The final (adopted) plan will include photographs, maps and other visual information.

# 1 Introduction

## 1.1 The Broads

### About the Broads

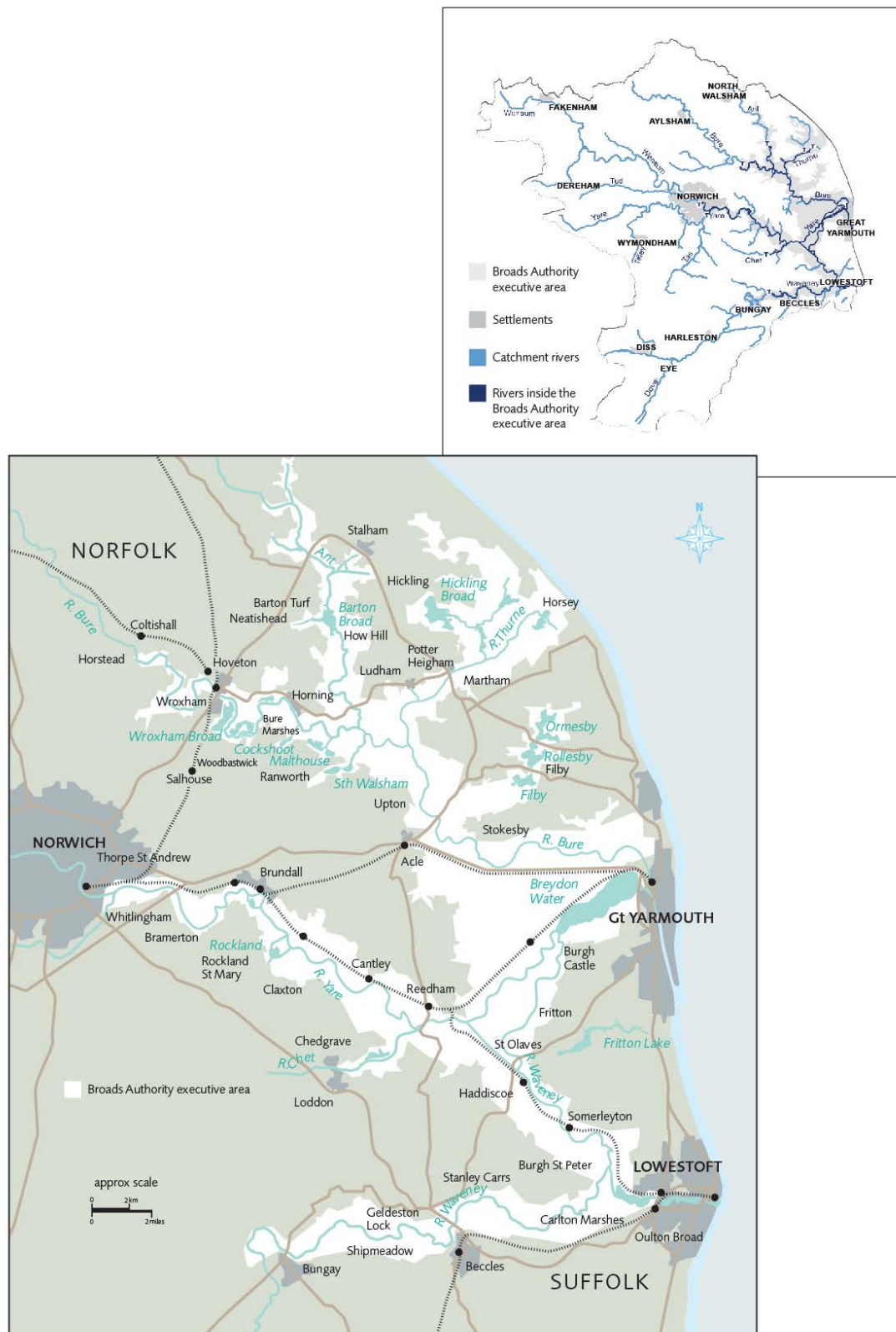
The Norfolk and Suffolk Broads is renowned as the UK's premier wetland and its third largest inland navigation. It is also a proud member of the UK family of National Parks, known collectively as 'Britain's Breathing Spaces' – echoing the words of the late Norfolk naturalist Ted Ellis, who described the Broads as a 'breathing space for the cure of souls'.

A distinctive and globally important landscape, the Broads has been formed and nurtured by its inhabitants since at least Roman times. The Broads Authority executive area (Map 1) covers around 303km<sup>2</sup> in Norfolk and North Suffolk, its boundaries drawn tightly around the floodplains and lower reaches of the three main rivers – the Bure, Yare and Waveney – and their tributaries, the Thurne, Ant, Wensum and Chet. Nestled between the city of Norwich to the west and Great Yarmouth and Lowestoft to the east, with a short coastal strip at Winterton and an estuary at Breydon Water, the Broads lies at the bottom end of the much larger Broadland Rivers Catchment, with water flowing through or under it and out to the North Sea. This low-lying, mainly open and undeveloped landscape is an interconnected mosaic of rivers, shallow lakes ('broads'), fens, drained marshland, wet woodland, saltmarshes, intertidal mudflats and various coastal formations. Water, not surprisingly, is the vital element linking everything together, and its careful and integrated management is central to everything in this landscape. Each habitat has its own distinctive characteristics and hosts a wealth of species, many rare and some unique to the Broads within the UK. The importance of the area is borne out by a range of national and international designations in recognition of its landscape, nature conservation and cultural features.

Over the centuries the natural, cultural and built features of the Broads have been shaped by the way peat diggers, traders and merchants, reed and sedge cutters, thatchers, farmers and fishermen have lived and worked. The shallow lakes referred to as 'broads' originated as great pits dug for peat to provide fuel during medieval times. Around the 14th century, these peat diggings flooded and became part of an extensive communication network for transporting fuel, building materials including reed for thatch, and livestock and their products, especially wool. Villages and settlements are commonly grouped round a parish staithe, riverside common, ferry or bridge. The advent of the railways in the mid-19th century and motor vehicles in the 20th century brought most river-borne commerce to an end, but made the Broads accessible as a popular tourist destination for boating holidays with more than 200km of navigable, lock-free rivers and open water bodies to be explored. Today there are more than seven million visitors a year to the Broads and surrounding area, supporting thousands of jobs and contributing around £600m annually to the local economy. Alongside tourism, the marine industry and farming and land management continue to play an important role in the environmental, economic and social landscape.



Map 1: Broads Authority executive area and (inset) Broadland rivers catchment



Catchment map: © Environment Agency, Broads Authority © Crown copyright and database right 2014. Ordnance Survey Licence number 100021573. BA executive area map: Reproduced by permission of Ordnance Survey on behalf of HMSO. © Crown copyright and database rights 2011. Ordnance Survey Licence number 100021573

## Valuing our natural capital

'Natural capital' is the Earth's store of natural resources, including water, air, soil, geology and all living things. These natural assets provide us with a wide range of beneficial goods, services and cultural values, sometimes known as 'ecosystem services'. This includes provisions such as food, fibre, fresh water and energy; regulating services such as clean air and water, carbon storage and flood regulation; and cultural values such as recreation, education and inspiration, all of which are supported by functions such as biodiversity, photosynthesis, and water and nutrient cycling.

In caring for the Broads now and for future generations, we must balance the needs of a healthy, functioning natural environment with the fair and sustainable use of the many benefits we get from it. Rather than focusing on single interests or favourable services (for example, economic benefit or flood protection), possibly at the expense of others, we need to demonstrate a 'better, bigger, more and joined'<sup>1</sup> approach to managing our precious wetland ecosystems as a dynamic, complex and interdependent whole.

The Broads will continue to be influenced and shaped by environmental, social, economic, technological and political change. Some of the biggest challenges facing this easterly, low-lying freshwater wetland are likely to come from the projected more rapid changes to the climate, together with sea level rise. Other significant changes in global, national and regional economies, patterns in leisure and tourism, demands on food and energy resources, and population growth and demands for housing and infrastructure in the East of England will also have an impact on the landscape and communities of the Broads.

While we cannot predict what the Broads will look like in 50 or 100 years' time, understanding and responding now to the challenges ahead will help us to plan a longer term future that maintains the area as a special and valued landscape for generations to come, even if it does not stay the same as it is now. As part of the UK National Parks family and global network of protected landscapes, the Broads has a vital role to play in demonstrating how wetland resources can be managed sustainably for the benefit of both nature and people.

**Consultation note:** A pictorial representation of the natural capital of the Broads and the goods and services it provides will be included in the final (adopted) version of the Broads Plan.

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<sup>1</sup> Making Space for Nature, Defra, 2010

## 1.2 The Broads Authority

The Broads Authority is a special statutory body with very similar responsibilities to those of the English and Welsh National Park Authorities<sup>2</sup>. It is also the local planning authority and a harbour and navigation authority. The distinctive shape of the Broads Authority executive area (Map 1) comes from its boundary being drawn tightly around the flood plains and lower reaches of the rivers Bure, Yare and Waveney and their tributaries the Thurne, Ant, Wensum and Chet.

The Authority has a duty to manage the Broads for the following three purposes, none of which takes precedence over the others or carries any special weight:

- Conserving and enhancing the natural beauty, wildlife and cultural heritage of the Broads;
- Promoting opportunities for the understanding and enjoyment of the special qualities of the Broads by the public; and
- Protecting the interests of navigation

In managing the area, the Authority must also have regard to:

- The national importance of the Broads as an area of natural beauty and one which affords opportunities for open-air recreation;
- The desirability of protecting the natural resources of the Broads from damage; and
- The needs of agriculture and forestry and the economic and social interests of those who live or work in the Broads.

The Authority also has the duty to maintain the navigation area for the purposes of navigation to such standard as appears to it to be reasonably required, and take such steps to improve and develop it as it thinks fit.

### Broads National Park brand

The Broads has equivalent status to a National Park under the National Parks and Access to the Countryside Act 1949. The Broads Authority has the same two purposes as the English and Welsh National Parks, but also has a third purpose relating to the interests of navigation, as noted above. As such it is defined under a different Act of Parliament to the other Parks, and has been known as a 'member of the UK National Park family'.

In May 2010, members of the Authority supported the objective that by 2030 the Broads would be a National Park where the public legal rights of navigation continued to be respected and embraced. In January 2015 the Authority resolved not to pursue this ambition, deciding instead to

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<sup>2</sup> The Broads Authority was established under the Norfolk and Suffolk Broads Act 1988. Further provisions for the management of the navigation area were made through the Broads Authority Act 2009

adopt the use of the brand 'Broads National Park' to promote more clearly the area's national park credentials and special qualities to national and international audiences.

To make it clear, the use of the term Broads National Park is for marketing purposes only. It is not, nor has it ever been, the Authority's intention to seek either a change to its statutory purposes or the application of the Sandford Principle to the Broads.<sup>3</sup>

*Nb. The branding decision is currently under legal challenge, and a legal decision is awaited. For the purposes of this stage of the Broads Plan review, and pending the outcome of the judicial review, we refer to the Broads National Park brand.*

## 1.3 Broads Plan

### A partnership plan

The Broads Plan is the most important management plan for the Broads. It sets out a long-term vision and partnership actions to benefit the local environment, communities and visitors. The Plan integrates and guides a wide range of strategies, programmes and policies relevant to the Broads, and is reviewed and updated on a regular basis. Broads Plan 2017 updates the 2011 Plan, focusing on the period 2017-22.

A priority in the Government's *Vision for the English National Parks and the Broads*<sup>4</sup> is to work in partnership to maximise benefits and minimise costs. The Broads Plan is a plan for the Broads, not just for the Broads Authority. While the Authority is responsible for its production, a wide range of organisations, interest groups and communities are directly or indirectly involved in looking after the area. As such, the success of the Plan depends on a shared vision and commitment, and on strong partnership working to make the best use of knowledge, effort and resources. Lead and joint partners are shown against actions in the Plan, and a summary of their roles and responsibilities is in Appendix A.

### Funding and resources

Since 2010 we have seen significant funding cuts to Government funded bodies working in the Broads, including the Broads Authority, Environment Agency, Natural England and local councils. The economic squeeze has also affected local businesses and the voluntary sector, particularly bodies relying on public sector funding or contracts. Looking ahead, further cuts are likely, and Britain's decision to leave the European Union following the Referendum in June 2016 leaves a period of great uncertainty.

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<sup>3</sup> There is a point of distinction between the Broads Authority and National Park Authorities to which the Sandford Principle applies (section 11A(2) of the National Parks and Access to the Countryside Act 1949). In some circumstances the Sandford Principle requires greater weight to be attached to the conservation purpose. It does not apply in the Broads.

<sup>4</sup> English National Parks and the Broads: UK Government Vision and Circular, Defra, 2010

The Broads Authority receives a Government funded National Park Grant, and some financial stability has been created by the four-year grant settlement of £3.2m from 2016/17. It also receives navigation income funded by boat toll payers (£3m in 2015/16). In the past three years, income from private boats has been relatively static, while income from the hire boat fleet has been steadily declining by around £30,000 per annum.

While aspirations remain high, the Broads Plan must be realistic within this framework. Focused and sometimes difficult choices will need to be made about priorities for core funding, and partnership working and alternative funding sources will become more and more important. As Plan partners, we will continue to develop our good track record of drawing in additional resources such as external grants, private sponsorship and visitor giving schemes.

Known external funding in this Plan period includes a £2.6m Heritage Lottery Fund award for the Broads Landscape Partnership Scheme, which will support 38 local landscape and community projects. The Broads Authority is also a member of the UK's National Parks Partnership, an initiative launched in 2016 to enable closer links between businesses and the Parks for commercial and practical benefits. A further practical and invaluable resource for the Broads is the dedicated band of volunteers who work through a range of organisations and interest groups in the area.

As a high level strategy, the Broads Plan does not include detailed costings. This information will be in the operational plans and programmes of partners delivering the strategic actions in the Plan.

## Assessment and monitoring

The Broads Plan review is informed by an *Environmental Report*, which assesses any significant environmental, economic and social impacts of implementing the Plan. A *Habitats Regulations Assessment* is carried out to consider the impacts of the Plan on conservation sites designated under the European Birds and Habitats Directives, and on sites designated under the Ramsar Convention, an international treaty for the conservation and sustainable use of wetlands.

Monitoring the progress of the Broads Plan will include 6-monthly reports to the Broads Authority on all strategic actions in the Plan and in the Authority's supporting strategies. Indicators and targets are shown against actions in section 3 of this plan. We also use a set of overarching 'State of the Park' indicators (Appendix B) to help assess change in the Broads over time. These indicators will be updated in line with the Broads Plan review cycle.

**Consultation note:** The draft Environmental Report and the draft Habitats Regulations Assessment are published for consultation alongside the draft Broads Plan (see pp2-3 for details)

## 1.4 Broads Local Plan

As the local planning authority, the Broads Authority is responsible for setting spatial planning policies for its executive area. These policies support the aspirations of the Broads Plan and are used in determining local planning applications. The features that make the Broads a special and dynamic landscape can also be influenced by development in adjoining Districts, particularly given the tightly drawn executive boundary of the Broads. Under the Localism Act<sup>5</sup> local planning authorities, county councils and public bodies have a duty to cooperate to make the most of strategic cross-boundary matters such as housing, transport, open space, and demands on water and other resources.

The Authority's adopted planning policy documents include a Core Strategy, Development Management Policies and Site Specific Policies. A number of these policies are out of date or no longer fully in line with national planning policy. As such, the Authority is reviewing all its planning policies and bringing them together in a new Broads Local Plan, due for adoption in early 2018. The existing planning policies remain in effect until the new Local Plan is adopted.

**Consultation note:** The Broads Local Plan: Preferred Options is scheduled to go out to public consultation from 5 December 2016 to 3 February 2017. For more details:-

- Visit our website at [www.broads-authority.gov.uk/broadsconsultations](http://www.broads-authority.gov.uk/broadsconsultations)
- Email [planningpolicy@broads-authority.gov.uk](mailto:planningpolicy@broads-authority.gov.uk)
- Contact Natalie Beal, Planning Policy Officer, Broads Authority, on 01603 610734

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<sup>5</sup> Localism Act, Department for Communities and Local Government, 2011

## 2 Going forward

### 2.1 Long-term vision

The Vision for the Broads National Park (Table 1) recognises the value of maintaining a healthy natural capital and the services provided for people and wildlife. It is based on Defra's 2010 *Vision for the English Natural Parks and the Broads* and updates the Vision for the Broads in the 2011 Broads Plan.

Table 1: Vision Statement

#### **Vision for the Broads National Park to 2030**

The natural environment and the beneficial goods, services and cultural values it provides, from food and energy to landscape character and recreation, are in good condition, are used fairly and sustainably, and are valued by society. In particular, the precious nature of clean, fresh water as a fundamental resource is understood and respected by all.

The past and present importance of the waterways for navigation, biodiversity and recreation is recognised and cherished, and the asset is protected, maintained and enhanced. Wildlife flourishes and habitats are maintained, restored, expanded and linked effectively to other ecological networks. Land and water are managed in an integrated way, with local and landscape scale management creating resilience and enabling flexible approaches to meet changing ecological, economic and social needs.

This living, working, 'big skies' landscape is notable for its natural beauty, distinctive local character and historic significance. People of all ages, abilities and circumstances experience and enjoy it as a place of escape, adventure, enjoyment, work, learning and tranquillity, and as a source of national pride and identity. Sustainable living can be seen in action and there is a buoyant rural economy. Local communities are taking an active part in decisions about their future and are known for having been pivotal in the transformation to a low carbon, 'climate-smart' society.

And finally, the Broads National Park will be forever recognised as fundamental to our prosperity, health and wellbeing, and forever treasured as a place that provides a "breathing space for the cure of souls".



## 2.2 Fundamental principles

To help us implement the Broads Plan, we are guided by a small set of fundamental principles. The first principle is based on the definition of the Precautionary Approach in the Rio Declaration on Environment and Development, 1992.

**Take a precautionary approach:** Where there are likely threats of serious or irreversible damage to the environment, as a precaution, cost-effective measures will be taken to prevent environmental degradation in the absence of full scientific certainty of the outcome of such threats.

Such precautionary action will be based on assessment of the costs and benefits of action, taking into account both the proportionality between the costs and benefits and the degree of certainty in their calculation, and transparency in decision making. Gaps in knowledge will be addressed by research and, where feasible, precautionary measures will be taken while such knowledge is outstanding.

**Manage sustainably:** Understand and respect the complexity and biological limits of our ecosystems, and conserve their structures to maintain their health and productivity. Manage at the local scale while recognizing the direct or indirect effects on the wider, interconnected ecosystems and the services they provide. Manage for long-term, multiple benefits, not just for short-term or single interest gains.

**Engage, learn and act together:** Plan and work in partnership to make the best use of shared knowledge and resources and to avoid duplication of effort. Involve people from an early stage, and throughout, in making decisions that may interest or affect them. Support decisions with robust evidence, including scientific and local knowledge, innovation and best practice.



### 3 Priority partnership actions 2017-22 (*revised draft*)

This section sets out (*revised draft*) strategic actions for 2017-22. This is not a comprehensive list of all the work that will be carried out in the Broads and does not include many routine day-to-day operations. Rather, it is a guiding strategy to address key issues that have been identified by Broads Plan partners and others with an interest in the Broads, and that partners are able to commit time and resources to over the life of the Plan. Six-monthly progress reports will be taken to Broads Authority committee meetings and published on the Authority's website. This is a living document, and we will also report changes or new strategic actions as we go through the Plan period.

Themes	Headline aspirations
A. Managing water resources and flood risk	<b>Aspiration 1:</b> Improve water capture and efficient water use across the Broads catchment, and develop a longer-term integrated flood risk management strategy for the Broads and coast
B. Sustaining landscapes for biodiversity and agriculture	<b>Aspiration 2:</b> Protect, conserve and enhance water quality and land and habitat condition to benefit priority species, recognising natural environmental change and retaining a thriving and sustainable agricultural industry
C. Maintaining and enhancing the navigation	<b>Aspiration 3:</b> Apply a catchment-scale approach to reduce sediment input and the sediment backlog, and sustainably reuse or dispose of dredged material <b>Aspiration 4:</b> Maintain a safe, open navigation and reduce pressures on busy or vulnerable areas
D. Conserving landscape character and the historic environment	<b>Aspiration 5:</b> Improve understanding, protection, conservation and enhancement of the Broads landscape character and distinctive built, cultural, archaeological and geological assets
E. Building climate-smart communities	<b>Aspiration 6:</b> Build the awareness and adaptive capacity of local communities to the challenges of climate change and sea level rise
F. Offering distinctive recreational experiences	<b>Aspiration 7:</b> Provide opportunities for distinctive recreational experiences in harmony with the special qualities of the area
G. Raising awareness and understanding	<b>Aspiration 8:</b> Strengthen and promote key messages and the tourism offer in keeping with the area's status, special qualities, history and traditions
H. Supporting, connecting and inspiring people	<b>Aspiration 9:</b> Facilitate development within and adjacent to the Broads, while minimising adverse impacts on the Broads' special qualities <b>Aspiration 10:</b> Strengthen connections between a wide audience, particularly local communities and young people, and the Broads environment

## A. Managing water resources and flood risk

### Context

- \* The groundwater, rivers and shallow lakes or 'broads' in the Broadland rivers catchment are a vital source of water for people, wildlife and landscapes. Adequate water levels and water directed to the right places is primary to the healthy condition and functioning of our wetland habitats, navigable waterways, farmland and other water dependent businesses, and for providing public drinking water. Water management and land use practices in the whole catchment, most of which lies outside the Broads Authority's executive area, have an impact on the Broads, which forms the basin at the bottom of the catchment. To help provide a more integrated approach to managing our water resources, the Broadland Catchment Partnership was formed in 2012 with a shared vision and plan of action for the catchment.
- \* More than half the rivers in the catchment have been physically modified, often as a result of historic flood defence, land drainage or milling activities. While this has provided some social, economic and environmental benefits, it has adversely affected water dependent habitats and increased downstream flood risk in some areas, with water in the catchment ultimately flowing through, or under, the low-lying (at or below sea level) Broads and out to sea. Predicted drier summers, wetter winters and more intense periods of rainfall will affect surface water levels and the seasonal variability in river flows and groundwater resources. Water levels in some cases are too high for agriculture or too low for wildlife and amenity and periods of drought, such as that in 2012, can create significant problems for water availability. Abstraction of water for domestic and agricultural use has risen in recent decades and will be impacted further by a changing climate and by significant development growth and regeneration around the Broads.
- \* Sea level rise and the predicted more rapid changes to the climate pose enormous challenges to the future of this easterly, low-lying and predominantly freshwater wetland. Higher sea levels along the north-east Norfolk and north Suffolk coast bring an increased risk of sea defences being overtopped or breached. This can also hold back water trying to drain from the rivers, causing flooding to properties, farmland and habitats. Even if the river defences protect land from flooding, a combination of particular weather conditions and high tides causing a surge in the North Sea can push salt water higher up the rivers and into drains.
- \* In January 2014, the Broads Authority resolved that: "(Tidal) surges pose a critical threat for both Broads' communities and the protection of the very precious freshwater ecology that makes the Broads so special. We recognise the considerable amount of investment made in flood protection and stress the importance of preventing salt water and saline intrusion." Major, well informed decisions are needed on the desirable and realistic longer-term flood risk management options for the Broads and related coastline. The current intention is to seek to retain the mainly freshwater conditions for as long as practicable, with research being focused on what this would require.

### Long-term aim for water resources and flood risk management

The precious nature and value of water is respected by all and there is a unified and fair approach to water management. We have met the challenging targets to improve water quality, water supply and flood protection through widespread understanding, positive action and good practice at catchment and local scale. Rivers function more naturally and the catchment supports a diversity of healthy habitats and species. Water dependent wildlife is thriving and able to move around freely. Managers of land and water resources are using environmentally, economically and socially sustainable practices and are working together to provide multiple benefits for wildlife and people. Longer-term decisions to address the impacts of climate change and sea level rise are informed by robust evidence and

wide ranging debate on the most appropriate management options: Primarily, whether to find ways that allow natural processes to direct change, or to seek to retain a predominantly freshwater system; and the levels of human intervention and expenditure to adapt important assets to new regimes. Importantly, the Broads will remain a special area, retaining its wildlife and heritage importance and continuing to offer extensive recreation, employment and other socio-economic opportunities.

**Aspiration 1** Improve water capture and efficient water use across the Broads catchment, and develop a longer-term integrated flood risk management strategy for the Broads and coast

Focus: Improving water capture, efficient water use and 'water smart' user awareness throughout the catchment				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
1.1	Promote and implement best practice water capture and water use at community level, and facilitate a 'whole farm' water management approach across Broadland Rivers Catchment	<ul style="list-style-type: none"> <li>Water efficiency measures (incl. increasing domestic water metering, practical support and incentive schemes), and planning policy for water efficiency measures in new development, in place and promoted to domestic and business water users [AW, ESW, LPAs]</li> </ul>	AW, ESW, LPAs	AW/ESW business plan indicators & targets
		<ul style="list-style-type: none"> <li>On-site (and where feasible, low cost) water capital infrastructure promoted and in place, incl. rainwater harvesting/water recycling, irrigation reservoirs, efficient irrigation systems; Water retention and infiltration measures in place, incl. constructed wetlands, field bunds, tramline disruption and management [BCP, AW, ESW, county FWAGs]</li> </ul>	Schemes: WSF, CSF Water capital grants	WSF targets CSF water capital grant data RDPE reporting measures
1.2	Promote and implement relevant measures to manage water resources and respond to periods of water shortage and scarcity (incl. water abstraction controls, water transfer and trading, water infrastructure improvements)	<ul style="list-style-type: none"> <li>Water abstraction licencing measures in place through Broadland Catchment Abstraction Management Strategy approach [EA]</li> </ul>	CAMS	CAMS indicators & targets
		<ul style="list-style-type: none"> <li>Water Resource Management Plan and Drought Plan action plans implemented where applicable [AW, ESW]</li> </ul>	AW/ ESW AMP7	AW/ ESW indicators & targets

Focus: Managing flood risk and developing longer-term strategic response				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
1.3	Maintain current coastal and fluvial flood risk management strategy relevant to the Broads, Great Yarmouth and interrelated coastal frontage, and prepare longer-term (post 2021) strategic approach	· Detailed strategies evolved for Eccles to Winterton, and Winterton to Lowestoft Ness, that support Shoreline Management Plan and Broads flood risk management needs [EA, CPE]	EA/ BESL, CPE + partner funding required	SMP indicators & targets
		· Broadland Flood Alleviation Project maintenance phase schedule completed [EA/BESL]	EA/BESL	BFAP schedule targets to 2021
		· Updated and expanded flood risk research and modelling commissioned, carried out and published (arising from high level review of integrated coastal frontage flood defences, tidal barriers and floodwalls <sup>6</sup> ), incl. risk and impact assessment of saline incursion [EA, Broads Climate Partnership, academic institutions]	EA and partners to seek resources	Outline action plan 2017 / 6-monthly review reporting
		· Next phase (post-2021) integrated Broads and interrelated coastal frontage flood risk strategy agreed/in place [EA]	??	Post-2021 integrated flood risk strategy agreed targets
1.4	Investigate, plan and promote schemes to hold back or divert flood water, moving from retrospective to proactive approaches	· Surface water flooding mitigation measures and advice promoted and implemented through county SWMPs; strong development management policy/practical guidance in place and promoted on installing, upgrading and retrofitting sustainable urban, highways and rural drainage [NCC, SCC, LPAs]	NCC, SCC (SWMP)	SWMP indicators & targets
		Flood risk management mapping, feasibility studies and project proposals developed in upper Broadland catchment; site projects implemented (e.g. reconnecting rivers with floodplain in non-tidal areas, re-meandering river channels) [EA, BCP, landowners]	Grant in Aid CS CFMP	EA indicators?#new site projects

<sup>6</sup> Flood Management High Level Review for The Norfolk Broads, Eccles to Winterton and Great Yarmouth Tidal Walls (CH2M, 2016)

## B. Sustaining landscapes for biodiversity and agriculture

### Context

- \* The Broads is one of Europe's finest and most important wetlands for nature conservation, with a mosaic of habitats comprising, among other things, saltmarshes, intertidal mudflats, shallow lakes, fens, drained marshland, wet woodland and various coastal formations. Twenty-eight sites covering a total of more than 7500 hectares are nationally designated as Sites of Special Scientific Interest. Most of these sites are of international importance for their habitats and wildlife as the Broads Special Area of Conservation and the Broadland Special Protection Area. An area of the wetland is also designated as a Wetland of International Importance under the Ramsar Convention. One third of the SSSIs are also National Nature Reserves. *Biodiversity 2020*, the national strategy for England's wildlife and ecosystem services, is aimed at halting the overall loss of biodiversity, supporting healthy well-functioning ecosystems and establishing coherent ecological networks, with more and better places for nature for the benefit of wildlife and people.
- \* Farming and land management play a crucial role in managing and enhancing some of the Broads ecosystems, producing food and renewable energy, maintaining the landscape character and providing employment, as well as contributing more than £200m to the regional economy. The local agriculture is primarily a mix of livestock grazing and some arable cropping, with grassland the dominant feature in the floodplain. Globalisation, new legislation and management expectations are putting pressure on farming businesses, and many have to diversify to survive. Agricultural support in recent years has moved away from food production subsidies to supporting landscape and species management and wider public benefits from the local land in agricultural production, with agri-environment schemes currently covering about two-thirds of the Broads area. Reed and sedge cutting also remains a traditional local and sustainable industry that supports biodiversity, landscape character and cultural heritage. The local product is in great demand and more commercial reed and sedge beds need to be brought into sustainable management. Funding, labour availability, training and affordable housing are vital in supporting the industry.
- \* Good quality water is defined as clear, low in nutrients and free of harmful substances, characterised by a diversity of aquatic plants and supporting healthy populations of fish, invertebrates and water birds. The Broads restoration programme has been active for over 30 years and leads the UK in developing and studying lake restoration projects to recreate clear water conditions with healthy aquatic plant growth that provides habitat for wildlife. However, despite significant improvements in water quality in recent decades, 2013 monitoring showed that all Broads' water bodies and river reaches and more than 90% of rivers in the Broads catchment were failing to meet European Water Framework Directive targets. At times, some groundwater and river sources exceed drinking water standards for nitrate and pesticides. Water quality continues to be affected by diffuse pollution (primarily phosphorus and nitrogen from domestic waste water and farmland, and, erosion causing sediment release, physical modification of water courses, dissolved oxygen and fish populations, coastal saline drainage water, salt tides and competing demands for water use. Action in recent decades such as environmentally sensitive farming, sustainable drainage systems and good boating practices has helped to improve water quality. The water and related habitats have a tendency to change over relatively short periods of time, and their ecological and hydrological functioning needs to be better understood.

The Broads is a UK priority wetland area, with the largest expanse (around 75%) of species-rich calcareous fen in lowland Britain. Most fen sites are designated for nature conservation, and around 60% are owned or managed by conservation organisations. The Fen Ecological Survey (2010) showed clear evidence of loss, fragmentation and decline in some areas and enhancement of large areas via agri-environment support. A Broads Land Management Service is in the process of being established (2016) through the multi-partner Broads Biodiversity Group to offer support to landowners and managers, and targeted restoration projects and a mosaic of management regimes are helping to retain priority fens as open landscapes. The Broads peat vegetation also stores around 40 million tonnes of carbon, and will continue to do under appropriate water level and land management conditions. The grazing marshes cover around 40% of the Broads. Some areas attract large and internationally important numbers of breeding and non-breeding birds, and there is a substantial area of internationally important dyke communities. The marshes provide a third of East Anglia's cattle grazing land, and local farmers and graziers rely on environmental land management support to optimise profit and protect the habitats. Threats to these habitats include loss to arable reversion and land drainage, partly due to the lack of long-term agri-environment schemes, development, water level regimes including flooding, drought, salt tides and invasive species.

- \* There are more than 11,000 recorded species in the Broads, including 26% of all UK Priority Species and 17% of all nationally notable or scarce species. 66 species are restricted entirely to the Broads or rarely seen elsewhere in Britain. Iconic species include the bittern, marsh harrier, otter, fen orchid, Norfolk hawk, dragonfly and the entire UK populations of the swallowtail butterfly, dotted footman moth and holly-leaved naiad. Some species are in decline or on the brink of survival, and many species, including the Broads' specialists, face challenges from increases in seasonal variability in river flows and depleted groundwater resources, salinity from land drainage and tidal flooding, nutrient enrichment and pollution of the waterways, habitat loss and fragmentation, and increasing threats from invasive non-native species. Species recovery and translocation programmes can take substantial time and resources, as can biosecurity measures to control invasive non-native species. Some gains have been made in the increased populations of wintering water birds in the Breydon area, fen raft spider, otter, bittern, crane and marsh harrier, and in the control of invasive species such as floating pennywort and American mink, but much more needs to be done.

### Long-term aim for biodiversity and agriculture

Biodiversity is understood, recorded, protected and enhanced in keeping with the status of the Broads as a globally important wetland and within recognised limits of natural or inevitable environmental change. Sustainable land and water management and agri-environment practices support well-functioning ecosystems that provide multiple benefits including flourishing wildlife, food and fibre, fresh water supply, carbon storage, energy, pollination, disease and pest regulation, landscape character and recreation. Management of habitats and species is approached on a catchment, whole landscape scale. Opportunities are pursued to buffer, connect, create and recreate habitat areas to establish more, bigger, better and more joined up ecological networks and increase resilience and adaptation to change by habitats, species and society. Priority species and their specific water and land management needs are understood, recorded and managed to maintain and enhance species of conservation concern and halt biodiversity decline and loss. Invasive non-native species are under control and eradicated where possible. Robust and integrated soil and water management is recognised as vital for agriculture, water quantity and quality and reduced greenhouse gas emissions. The importance of the food supply chain is embraced and the need for a profitable agriculture sector to maintain biodiversity is recognised. A strong, well-informed evidence base and monitoring programmes guide our understanding and decision making in all aspects of natural resource management.

**Aspiration 2** Protect, conserve and enhance water quality and land and habitat condition to benefit priority species, recognising natural environmental change and retaining a thriving and sustainable agricultural industry

Focus: Restoring, maintaining and enhancing water quality to achieve good ecological status/potential				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
2.1	Carry out lake restoration, maintenance and enhancement works, incl. bio-manipulation, and use evidence to trial, monitor and implement further innovative restoration techniques	<ul style="list-style-type: none"> <li>In-lake restoration, maintenance and enhancement works scoped, in development and carried out at priority sites in accordance with Broads Lake Restoration Strategy<sup>7</sup> and Broads Lake Review<sup>8</sup>, incl: (a) Hoveton Wetland Restoration Project [NE]; (b) Hickling Enhancement Project [BA, NWT]; (c) Upton Broad and Barton Broad restoration projects ( review and forward planning) [BA, NWT]</li> </ul>	(a) External funding secured (b) NWT, BA + external funding required c. ??	SSSI site condition targets  WFD interim targets by 2021
		<ul style="list-style-type: none"> <li>Pre/post-works monitoring of Hoveton and Hickling lake condition status undertaken and evidence used to trial and implement further innovative restoration techniques as part of Lake Restoration Action Plan [NE, BA, EA]</li> </ul>		Broads LRS targets
2.2	Promote and implement measures to reduce point and diffuse pollution into the floodplain and water courses, commensurate with EU/national water and habitat targets and with sustainable farming	<ul style="list-style-type: none"> <li>Tailored environmental land and water management measures and support (incl. payments) taken up by land managers (through Countryside Stewardship, Catchment Sensitive Farming, CFE, Water Sensitive Farming, water company schemes , externally funded project initiatives [BCP coordination])</li> </ul>	Schemes: CS, CSF, WSF, CFE BCP partners + external funding required	CS/WSF targets CSF water capital grant targets WFD/ SSSI/SAC / Nature 2000 targets EA pollution monitoring

<sup>7</sup> Lake Restoration Strategy for the Broads, BA 2008

<sup>8</sup> Broads Lake Review, BA 2013

		<ul style="list-style-type: none"> <li>Point and diffuse pollution reduction measures undertaken through Diffuse Water Pollution Plans [NE] and Asset Management Plans [AW]; infrastructure promoted, trialled and implemented (e.g. phosphate stripping from waste water treatment works, constructed wetlands and reed beds, combined sewer overflow works); support taken up by land managers, businesses and communities (e.g. septic tank maintenance, first time rural sewerage) [AW]; saline water into Brograve drainage investigated and remedial work programmes in place [IDB]</li> </ul>	NE (DWPP) AW IDB	# first time rural sewerage schemes in catchment (AW)  # CSO pollution events in catchment (EA/AW)
Focus: Managing existing fen, reed bed and wet grassland habitats in accordance with priorities and principles in Broads Biodiversity and Water Strategy				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
2.3	Maintain existing areas of priority fen, reed bed and wet grassland by promoting and implementing tailored site management agreements and prescriptions and offering support services to site managers	<ul style="list-style-type: none"> <li>Water management control measures implemented and advice and support made available and taken up by land managers, incl. Halvergate Fleet and Muckfleet schemes [IDBs, NE, landowners]; Innovative work on management of catch dykes developed and implemented [NE]</li> </ul>	Partners Grant in Aid + additional funding required	% priority habitat in CS  SSSI condition assessment targets
		<ul style="list-style-type: none"> <li>Tailored fen and reed bed stewardship agreements, management prescriptions and best practice in place at priority sites, applying site-specific techniques incl. grazing, commercial reed and sedge cutting for thatch, long-rotation conservation cutting, conversion of cut material to biomass and soil improvers, and turf ponding [BBG coordination delivered through Broads LMS, BRASCA, landowners]</li> </ul>	Schemes: CS, CSF External grants Statutory partners	Area (Ha) under management agreement
		<ul style="list-style-type: none"> <li>Tailored wet grassland (grazing marsh) stewardship agreements, management prescriptions and best practice in place at priority sites (commensurate with NCA description and agri-environmental scheme advice), applying site-specific techniques including grazing livestock at suitable densities and timings, foot drain creation, rush control and appropriately timed hay-silage cuts [BBG coordination delivered through Broads LMS, BRASCA, landowners]</li> </ul>	Schemes: CS IDB + external funding required	
		<ul style="list-style-type: none"> <li>Nature conservation activities implemented under Broads Landscape Partnership Scheme Programme 5: Natural Landscapes [Broads LPS Board and delivery partners]</li> </ul>	HLF LPS funded secured	Broads LPS target data for HLF



Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
2.4	Define, implement and monitor management regimes for priority species and control programmes and awareness campaigns for invasive non-native species	<ul style="list-style-type: none"> <li>Targeted species recovery/ support programmes implemented, incl. research and species translocation action where appropriate (e.g. fen raft spider, fen orchid, lesser whirlpool ramshorn snail, grass-wrack pondweed) [BBG, Highways England]</li> <li>Invasive non-native species monitoring regimes and awareness campaigns in place; data made available on present/potential threats and biosecurity plans/ control programmes in place where threats are highest (e.g. mink management project, Floating Pennywort on R. Waveney) [NNNSI]</li> </ul>	Conservation grants in place + additional funding required	#/distribution breeding wader pop. # new sites for species listed Priority INNS removed/ controlled to manageable background level
<b>Focus: Extending and creating new areas of high biodiversity value habitat, habitat networks and buffer zones within the Broads catchment</b>				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
2.5	Create 'bigger, better and more joined up' areas of priority habitat by identifying opportunities and developing site-specific plans for new habitat areas and connections, buffer zones and pollinator networks	<ul style="list-style-type: none"> <li>Potential/opportunistic areas of new priority habitat, wildlife corridors and extended/new field buffer strips identified, added to existing mapping, and incentivised strategy developed and in place [NCC/NBIS, BCP, BBG, landowners]</li> </ul>	LAs, NWT	# investment plans completed
		<ul style="list-style-type: none"> <li>Integrated landscape-scale initiatives developed and implemented to create more resilient habitats, incl: Living Landscapes projects in Suffolk Broads, Upper Thurne, Bure and Ant [NWT, SWT] and Broads Futurescapes 2 and LIFE Little Tern [RSPB]; Recreational pressure mitigation and management strategies in place to extend and protect biodiversity value of sites [NBP, NSPG]</li> </ul>	Partner core resources + secured external funding	Individual project delivery targets
		Tailored on-site measures, advice and support to expand and buffer priority habitat and improve ecological networks made available to and taken up by landowners/ managers, particularly in identified high value areas [BBG coordination, delivered through Broads LMS]	Partner core resources + secured external funding	# of landowners involved with BLMS?
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
2.6	Improve partner coordination and communication of Broads biodiversity monitoring and research efforts, linked to national biodiversity network	<ul style="list-style-type: none"> <li>Through research and monitoring projects, impacts of habitat management and manipulation techniques determined and findings coordinated/shared:               <ul style="list-style-type: none"> <li>Priority research areas to include: Fen vegetation and water levels and quality; Prymnesium ecology and mitigation of impact on fish; Pollutant inputs; Impacts of drought, flooding and salinity (e.g. UCL salinity study); Creating markets for fen materials</li> </ul> </li> </ul>	University, conservation and research grants	# published papers/ research reports

		<ul style="list-style-type: none"> <li>- Science communication projects to include: Interpretation of water information [NERC Hydroscape, BA, EA] and biodiversity trends [BBG as coordinator/facilitator]</li> </ul>		
		<ul style="list-style-type: none"> <li>· Community-based research and monitoring activities implemented under Broads Landscape Partnership Scheme Programme 1: Interpreting the Landscape and Programme 3: Learning and Future Skills [<b>Broads LPS Board</b> and delivery partners]</li> </ul>	HLF LPS funded secured	Broads LPS target data for HLF

## C. Maintaining and enhancing the navigation

### Context

- \* The Broads is an extensive and varied inland waterway system offering 200km of boating on lock-free tidal rivers. The Broads Authority executive area (Map 1) comprises approximately 1974ha of water space and 63 open water bodies, covering 843 ha. The navigation reaches from the quiet headwaters of the rivers Bure, Ant and Waveney to the bustling urban centre of Norwich and the coastal resorts of Great Yarmouth and Lowestoft.
- \* As the harbour and navigation authority, the Broads Authority is responsible for maintaining the navigation area. Its powers include health and safety provisions, dredging, management of vegetation, clearance of wrecks and other hazards, maintaining the network of free 24-hour moorings and providing a ranger service. It also has a duty to sign and mark the waterways. Sediment management guidelines, agreed cutting prescriptions, water space management plans and environmental standard operating procedures are all used to help maintain the navigation while also conserving the unique and important water plant communities and providing refuge and food for fish and birds.
- \* Dredging is carried out to provide reasonable depths for safe navigation and to help restore degraded or shallowing water bodies. It can also help improve water quality by removing excess nutrients in the mud, by reducing turbidity which creates depth for aquatic plants to flourish and stabilise the bed, and by providing greater capacity for water storage. Dredging the waterways and disposing of dredged material is the largest navigation maintenance cost to the Authority. The current budgeted target to remove 50,000m<sup>3</sup> of material per year, twice the estimated sediment input, is making a positive but limited impact on the estimated backlog in the system (1.04million m<sup>3</sup> in 2016).
- \* A whole catchment approach to sediment management is being used to help reduce the amount of sediment entering the system from higher up the Broadland rivers catchment, as well as removing it from the Broads waterways. River bank erosion is a key sediment source, caused by wind, tidal action and boat induced waves and feral geese. Land use and soil and vegetation type on riverbanks and uplands are also contributory factors, with headwaters contributing around 50% of sediment inputs. Finding ways to dispose of dredged material is also an ongoing challenge. Many historically available sediment disposal sites are currently protected under European legislation and opportunities for using adjacent land have been very limited. This means that more sustainable and innovative approaches are needed for managing dredged material, taking account of its value for agriculture, habitat creation and flood protection, and reusing it beneficially wherever possible. Considerable advances were made in the last Broads Plan period through the EU-funded PRISMA project (2011-14), which supported the trialling of sustainable dredging techniques, pioneering methods for the reuse of dredged material in island and habitat recreation schemes, and investment in new dredging plant and equipment.
- \* Thriving aquatic plants are part of a healthy ecosystem, and certain species are protected under the EU Habitats Directive and the Wildlife and Countryside Act. Recent years have seen increasing plant abundance in the Broadland rivers, particularly in the upper reaches, in smaller isolated broads and in sites away from the navigable system, while plants in the larger broads connected to the river system are typically slower to respond to improving water quality. In a connected waterways network like the Broads, the cost and effort of tackling the spread of certain aquatic invasive non-native species such as floating pennywort and the 'killer shrimp' (*Dikerogammarus villosus*) is a constant challenge. Practical work is focused on preventing the arrival of new species, and on controlling established species that have significant impacts on navigational and recreational waterways use and on the conservation interest of key sites.

- \* Opening up new areas of navigable water space may help to reduce potential conflicts between different user groups, improve safety and ease pressure on busy areas. However, opportunities to do this have been very limited in recent years, tempered by voluntary restrictions to certain areas of the water space that provide key refuges for wildlife, by other environmental or land ownership issues, and by a lack of resources.
- \* Safe, responsible use of the waterways and the technical safety of boats are managed through a Ranger Service supported by byelaws, codes of conduct and good practice campaigns. The Broads Authority, emergency services and Coastguard work closely together to respond to incidents, and local policing partnerships are promoting a proactive approach to reducing marine crime, such as the theft of outboard motors.

### Long-term aim for the navigation

The historic and present importance of the Broads' waterways for navigation, biodiversity and recreation is recognised and valued. The navigation and associated riverside facilities and infrastructure are maintained and enhanced, offering opportunities for people of all ages and abilities to access and enjoy the water space. The variety and intensity of waterborne activities across the system are managed carefully to maximise safe enjoyment, minimise conflict between different users, and ease pressure on busy or vulnerable areas. Opportunities to expand and extend the navigable water space are pursued, consistent with nature conservation interests and water resource management. Sediment is managed to provide necessary depths for boating, with dredged material reused or disposed of in environmentally and economically sustainable ways. Sediment loss from agricultural land and bank erosion is minimal, with sustainable natural and constructed solutions used to protect the more vulnerable stretches of waterways. Bankside vegetation and water plants are managed in ways that keep waterways open to navigation, do not impact on the ecological or archaeological integrity of sites, and provide for appropriate recreation. Restrictions on navigation due to bridges is minimised and mitigated wherever possible.

**Aspiration 3** Apply a catchment-scale approach to reduce sediment input and the sediment backlog, and sustainably reuse or dispose of dredged material

Focus: Removing sediment from the Broads system and accelerating sediment removal				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
3.1	Implement dredging regimes in accordance with defined waterways specifications and seek resources / legislation to accelerate removal of sediment in the Broads system	· Annual dredging programme implemented in line with agreed targets [BA]	BA	Sediment removed (min 50,000m <sup>3</sup> pa)
		· Additional resources and/or inland waterways legislation and good practice to e dredging and disposal processes developed, in place and shared [BA, AINA, MMO]	Funding required	Level secured additional funding Up-to-date legislation and guidance

Focus: Disposing of sediment and reducing sediment input through catchment-wide erosion reduction measures				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
3.2	Implement plans and good practice guidance to reduce soil erosion into the waterways, manage areas lost or vulnerable to erosion, and dispose of dredged material in sustainable and beneficial ways	<ul style="list-style-type: none"> <li>Erosion reduction agricultural land management measures promoted and in place, e.g. increased cover crops, buffers and sustainable drainage, riparian fencing, soil organic improvements, soil compaction reduction <b>[NE, BCP, NRT, county FWAGs]</b>; Up-to-date environmental good practice guidance promoted to recreational users <b>[AINA, BA, BC, NSBA]</b></li> </ul>	Schemes: CS, CSF, CFE, WSF  Partners	SSSI condition assessments, WFD EC status, CFE records
		<ul style="list-style-type: none"> <li>Stretches of lost or eroded river bank/island identified and prioritised; land protection, creation and restoration strategies in place, using innovative sediment reuse techniques where possible <b>[BA as lead/facilitator, partners]</b> Key project: Formal partnership agreement and feasibility study/work plan in place for long-term management of River Chet (true left bank) to maintain access to navigation and Wherryman's Way <b>[BA, NCC, SNC, EA, NE]</b></li> </ul>	Partners + additional resources required	Measures of land lost or new areas created?  Condition status of Chet true left bank
		<ul style="list-style-type: none"> <li>Opportunities identified to secure additional dredging disposal sites as part of Broads-wide network, and permissions and resources pursued <b>[BA]</b></li> </ul>	BA + additional funding required	# available disposal sites in network

**Aspiration 4** Maintain a safe, open navigation and reduce pressures on busy or vulnerable areas

Focus: Maintaining, extending and expanding navigable water space for recreation, consistent with conservation interests and flood risk management				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
4.1	Maintain existing navigation water space and develop appropriate opportunities to expand or extend access for various types of craft	<ul style="list-style-type: none"> <li>Audit of existing and potential new navigation water space completed; schemes and agreements developed to enhance water space access, consistent with nature conservation interests and flood risk management; access to closed broads dealt with on basis of current legal advice and opportunities taken to negotiate increased access <b>[BA, landowners]</b></li> </ul>		Broads IAS action plan targets
		<ul style="list-style-type: none"> <li>Increased use of River Yare for commercial transport promoted, with Waterways Specifications adopted and delivered as required <b>[BA, Norwich CC, GYBC]</b></li> </ul>		

		· Delivery Plan for refurbishment/replacement of Somerleyton and Reedham swing bridges developed, incl. secured funding and agreed design and mitigation measures [NR, BA]	Network Rail CP6 Delivery Plan	NR CP6 Delivery Plan schedule met
<b>Focus: Maintaining and improving management of aquatic plants and riverside trees and scrub</b>				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
4.2	Carry out aquatic plant cutting and tree and scrub clearance programmes and seek resources to increase operational targets	· Annual tree and scrub clearance regimes carried out in accordance with agreed criteria, using priority mapping; improved level of operations in place through BA Area Ranger Team strategies for partnership working [BA, community groups, landowners]; Annual regimes for aquatic plant cutting in navigation channels carried out in accordance with agreed management criteria [BA]	BA + additional resources required	Length of riverbank and navigation channels meeting agreed criteria  Annual plant monitoring
<b>Focus: Maintaining, improving and promoting safe behaviour on the waterways</b>				
Ref	Strategic action	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
4.3	Implement, promote and monitor measures to maintain and improve safety and security for the navigation and boats	· Boat safety measures in operation, incl. up-to-date Safety Management System and Boat Safety Scheme; Hire Boat Code part 2 transferred to local licence conditions; Temporal or spatial zoning agreements/ protocols and pilot schemes in effect as required for water sport activities and events, incl. water skiing, wakeboarding, power boat racing and competitive rowing [BA]	BA	BSS compliance/ PMSC external audit (safety levels within ALARP region)
		· Navigation patrolling maintained; recreational user safety and security promotional events and guidance made available; navigation infrastructure inspection and maintenance regimes in place and completed to agreed annual schedule [BA, NC, SC, NWSF]	BA, NC, SC	NPA (BA) indicators & targets

## D. Conserving landscape character and the historic environment

### Context

- \* The Broads is a low-lying landscape characterised by a mosaic of interconnected wetland habitats following the edge of level, open marshland and valleys drained by three principal rivers and their tributaries. It is a living and working landscape, influenced over thousands of years by patterns of human existence. The shallow lakes we know as 'broads' have their origins as medieval peat diggings for fuel, and a history of controlled drainage is evident from the mills, raised and embanked rivers and dykes. The location and pattern of villages and settlements have been dictated largely by historic social and economic need, with groupings often round a parish staithe (used to moor boats and load and unload goods), riverside common, ferry or bridge, with isolated churches on the surrounding uplands.
- \* The significant built heritage value of the Broads is recognised in the designation of 25 Conservation Areas and the scheduling of 14 Ancient Monuments and more than 270 Listed Buildings. While much has been achieved to protect, conserve and enhance key historic and cultural assets, there remains a gradual erosion of the condition, quality and distinctiveness of the built environment. While the number of Listed Buildings at risk was reduced by 50% between 2011 and 2015, 10% of listed buildings are still identified as being at risk. Vulnerable assets include more than 70 drainage mills, many of which are isolated, inaccessible and in a deteriorating condition. The evolving Local List of Heritage Assets and preparation of individual mill action plans provides important evidence for action, and helped to secure £2.6m funding from the Heritage Lottery Fund for the Water, Mills and Marshes Landscape Partnership Scheme.
- \* Other important aspects of the area's heritage are in danger of being lost if not recognised, protected and supported. The Broads has been identified by Historic England as a site of Exceptional Waterlogged Archaeology, but many of its archaeological features remain hidden and vulnerable to changes in water levels, development and other land use pressures. Heritage craft industries such as reed and sedge cutting, thatching and millwrighting remain a small but important part of life and landscape management in the Broads but are struggling to survive, as are other local traditions, crafts and cultures.
- \* The geodiversity of the Broads is an understated aspect of its natural heritage. There are five nationally designated sites (covering Pleistocene geology and active coastal processes), but many other identified sites of interest lack designation and hence protection at County level. Drying out of wetland and oxidation of peat can lead to loss of finite environmental and archaeological archives as well as release of stored carbon. Other risks include coastal protection work that alters the dynamics of marine erosion and sediment transport, and the wider impacts of climate change.
- \* A sense of tranquillity, dark skies and wildness is integral to the distinctiveness of much of the Broads character. This can be impacted by man-made visual intrusion and noise and light pollution from within and outside the Broads. Tranquillity mapping by the Campaign to Protect Rural England places most of the Broads at the 'most tranquil' end of the spectrum. The Broads Authority's dark skies survey in 2015/16 showed that parts of the Broads have 'intrinsic dark skies', the darkest areas being Hickling and Geldeston, making the Broads eligible for Dark Sky accreditation. Measures to protect and enhance tranquillity, dark skies and wildness are encouraged through planning policy and best practice guidance, and through initiatives such as reducing boat engine noise, zoning activities like water skiing and power boat racing, and undergrounding of overhead electricity distribution cables. Having said that, it is the bustling activity in some areas of concentrated holiday or leisure development that gives those parts of the Broads their particular character and supports the local economy and communities.

### Long-term aim for landscape character and the historic environment

The Broads is maintained as a dynamic, unique and special landscape with its own sense of place and historic significance. The key physical, historic and cultural elements of landscape character are recognised, understood, retained, reinforced and actively managed, while allowing the landscape to continue to evolve and reflect the interactions between people and nature. Traditional and heritage industries such as boat building, agriculture, thatching and millwrighting thrive and wider local traditions, skills, crafts and oral cultures are maintained, recorded and celebrated. Archaeological sites and historic built and cultural assets are recorded, protected and enhanced, halting further degradation and loss and contributing to the integrity of the landscape. The built environment continues to reflect the activities of people living and working in the Broads, embracing traditional and innovative design compatible with the local landscape character and with the needs of social and economic stability and growth. The Earth heritage features of the Broads are recognised and protected and people understand the evolution of our environment over deep time. The sense of tranquillity, wildness and dark skies is protected and enhanced for people to enjoy. At the same time, the bustling nature of some areas is supported and enhanced, in keeping with the overall character of the Broads and the needs of its communities.

### Aspiration 5 Improve understanding, protection, conservation and enhancement of the Broads landscape character and distinctive built, cultural, archaeological and geological assets

Focus: Protecting, conserving and enhancing the distinctive landscape character and historic assets of the Broads				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
5.1	Prepare and implement bespoke management plans for identified 'at risk' and locally important heritage assets	· Comprehensive Heritage at Risk Register and Broads Local List of heritage assets in place; thematic surveys of local assets for inclusion on National List carried out [HE, BA, parish councils]; Management plans and planning guidance in place for 'at risk' Broads Local List assets, incl. drainage mills and riverside chalets, rolled out to all Broads HAR assets [BA, HE, mill trusts, asset owners/ developers]	Partner funding HE/BA heritage team advisors	# new asset groups added to Local List and National List  #asset mgt plans in place for local & national 'at risk' assets
		· Built heritage activities implemented under Broads Landscape Partnership Scheme Programme 3: Learning and Future Skills and Programme 4: Historic Landscapes [Broads LPS Board and LPS delivery partners]	HLF LPS funded	Broads LPS target data for HLF



5.2	Produce, update and promote local landscape conservation action plans, appraisals and enhancement schemes	· Broads Landscape Conservation Action Plan produced and informing Landscape Partnership Scheme, development management and refresh of Broads Landscape Character Assessment [ <b>Broads LPS Board, BA</b> ]	HLF LPS funded	Broads LPS target data for HLF
		· Up-to-date Conservation Area designations and guidance in place; 'villagescape' enhancement plans (e.g. neighbourhood plans, village design statements) identified and developed where appropriate [ <b>BA, LAs, parish councils</b> ]	BA, LAs, parish councils	Complete set Conservation Area designations
5.3	Develop measures to investigate, record and protect local built and cultural features, archaeology and potential hidden heritage (incl. waterlogged assets, waterways history, settlement patterns, WWII remains)	· Investigation and interpretation activities implemented under Broads Landscape Partnership Scheme Programmes 1: Interpreting the Landscape, 3: Learning and Future Skills, 4: Historic Landscapes and 5B: Natural Landscapes [ <b>Broads LPS Board</b> and LPS delivery partners]	HLF LPS funded	Broads LPS target data for HLF
		· Evidence base and policy developed to improve understanding and protection of the Broads' exceptional waterlogged archaeology; management plan developed [ <b>BA, NCC, SCC, HE, NGP</b> ]	Partner resources + required external funding	Increased evidence base, published management plan
5.4	Implement and promote measures to conserve and enhance local geodiversity sites and assets across identified work areas in Norfolk Geodiversity Action Plan	· Conservation of five geological SSSIs supported [ <b>NE</b> ]; priority designation programme for candidate Norfolk County Geodiversity Site in the Broads area funded and taken forward [ <b>NGP</b> ]; literature and web-based information produced and promoted, focusing on links between environmental history and climate change, and between local settlement and geological resources [ <b>NGP</b> ]		
<b>Focus: Developing and supporting land management skills and local heritage industries</b>				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
5.5	Expand the longer-term resource of land management and heritage construction and maintenance skills training and qualifications	· Activities implemented under Broads Landscape Partnership Scheme Programme 3A: Heritage Construction Skills Training and Programme 4: Historic Landscapes, and scope developed for longer-term provision of training and apprenticeship opportunities [ <b>Broads LPS Board</b> and LPS delivery partners, Construction Industry Training Board]; Vocational skills training and work experience opportunities made available [ <b>BEEN, FE providers</b> incl. Norwich City/ Easton and Otley/ Lowestoft/ Great Yarmouth colleges, <b>BA</b> ]	HLF LPS funded BA, CITB BEEN partners and FE providers BIS/BEIS	Broads LPS target data for HLF  # of trainees and work experience participants

		<ul style="list-style-type: none"> <li>Advice and practical support made available to local reed and sedge cutters, including equipment, contracts and training initiatives [BA, BRASCA]</li> </ul>		BRASCA Action Plan targets
Focus: Reducing the adverse impacts of visual intrusion, noise pollution and light pollution within and adjacent to the Broads to help maintain tranquillity				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
5.6	Build upon measures to reduce the impacts on the Broads of visual intrusion and noise and light pollution, and pursue potential for dark sky place status	<ul style="list-style-type: none"> <li>Scheduled Broads undergrounding wires programme implemented (Share Marshes, Horsefen Marshes 2017/18, South Walsham 2018/19, Cantley by 2020); Applications developed for Beccles Marshes, Share Marshes, Potter Heigham (for delivery 2018/19) [Ofgem/UK Power Networks, BA]</li> </ul>	OFGEM	Scheme schedules and targets
		<ul style="list-style-type: none"> <li>Broads dark sky mapping assessment and monitoring in place and application progressed/achieved for Dark Sky Place accreditation for the Broads [BA]</li> </ul>		

## E. Building 'climate-smart' communities

### Context

- \* The predicted impacts of sea level rise and climate change pose considerable challenges to the future of the Broads' special qualities, communities and visitors. Based on probable climate projections, over the coming 50 years the Broads is likely to see hotter, drier summers, slightly wetter and warmer winters, streams and the sea getting warmer, increasing mean water levels, more extremes in the intensity and frequency of rainfall and storms and possibly heatwaves and drought.
- \* Depending on how much our climate changes, impacts are likely to include variations in the distribution of habitats and species, with some net loss of native biodiversity and increasing pressure from invasive non-native species; changes in the visual landscape character, including damage or loss of archaeological and built heritage features; damage to property and infrastructure; greater pressures on water resources; changes in agriculture patterns and production; changes to siltation rates and patterns; wetter and warmer conditions stimulating plant growth and requiring greater management; and changes in tourism patterns and visitor numbers. All of these impacts will bring new challenges for development and land use, and planning policy will play a key role in supporting sustainable development in the Broads and wider area.
- \* Minimising the scale of climate change (mitigation) and coping with the inevitable changes that are already coming (adaptation) are closely intertwined. The emphasis in recent years has perhaps been on mitigation – for example, carbon reduction planning – trying to ensure the limits of change do not become unacceptable. This does not mean that adaptation planning can be left alone, and time needs to be spent improving our understanding and developing adaptive options that are realistic and acceptable. We will need to consider the impacts of our management decisions on the natural environment and the ecosystem services they provide for people and wildlife, such as flood regulation, clean air, food production, energy generation, the supply of fresh water (including drinking water), carbon capture, recreation, and health and wellbeing.
- \* In 2015 the Broads Climate Partnership prepared a Climate Adaptation Plan for the Broads and submitted it to Defra as part of the UK National Adaptation Programme. The Plan's primary focus is on developing longer-term options for water resource and flood risk management, which is discussed further in Section A of this Broads Plan (Managing Water Resources and Flood Risk). In wider terms, the Climate Adaptation Plan proposes the development of an informed and proactive 'climate-smart' approach at local community level and beyond. This approach is aimed at helping Broads' residents, businesses and visitors understand how to become more resilient to future change and to feel more fully involved in wide-ranging debate and decision making about the longer-term future for the area's landscapes, wildlife and people.

### Long-term aim for 'climate-smart' communities

'Climate smart' planning and action is helping to retain the beauty and value of the Broads as a special place of high quality landscape, wildlife and heritage that provides people with opportunities for recreation, learning, wellbeing, employment and economic sustainability. Local communities are prepared for and resilient to change. Experience of longer-term planning for change is being shared more widely and frequently to support everyone, particularly those more vulnerable and less able to adapt quickly or easily. Land, buildings, infrastructure, services and working practices are modified to cope with the impacts of sea

level rise and changing regimes, including more frequent and more intense weather conditions and changing water levels, and sustainable management of land and water resources is commonplace. Local renewable energy generation is high, using methods that fit into the Broads landscape, and energy efficiency measures and low carbon options are widely chosen. Research is focused on innovative ways to save energy and benefit the local economy.

**Aspiration 6** Build the awareness and adaptive capacity of local communities to the challenges of climate change and sea level rise

Focus: Building and sharing concerns, knowledge and practical community level responses to climate change and sea level rise				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
6.1	Develop and promote tailored 'climate-smart' mitigation and adaptation measures, guidance and support to local communities	· Broads °Community initiative developed and promoted; interpretation programme developed to raise awareness and promote practical adaptation measures for communities within the Broads and other protected areas; adaptation options included with public strategies/appraisals <b>[Broads Climate Partnership]</b>	Funding sought via Broads Climate Partnership	Pilot project by 2017; potential roll out 2018  Implement in phase programme 2018-20
		· Community Resilience Strategies for Norfolk and Suffolk in place and promoted, evolving into becoming more 'climate smart' <b>[NRF, SRF, BA]</b>	LA resources with external funding	# Community Resilience Strategies in place
		· Increased provision and promotion of facilities, schemes and incentives that encourage the use of low energy schemes through the Green Tourism Business Scheme, The GreenBlue, and green product marketing <b>[LAs, BA, BT, WCOs, LEP]</b>		Green tourism certification take up
6.2	Commission and coordinate research to inform management approaches to decreasing carbon emissions and increasing sequestration of carbon in the Broads	· Research completed and information promoted to raise awareness of value of well managed peatland ecosystems as carbon sinks and impacts of poor water and land management on ability of peatlands to capture carbon <b>[RSPB]</b>		
		· Research and development carried out on renewable energy generation techniques appropriate to the Broads; enhanced, up-to-date information on renewable energy generation options produced and made publicly available <b>[LAs, UEA]</b>	R&D grants	% new development schemes with renewable energy generation

## F. Offering distinctive recreational experiences

### Context

- \* The Broads is part of the UK National Parks family and attracts more than seven million visitors a year. Popular recreational pastimes include boating, angling, walking, cycling, wildlife watching, and visiting historic and cultural assets such as mills and churches. The area has more than 200km of inland navigable, lock-free waterways and 303km of public rights of way, including three county long distance trails and part of the new national England Coast Path trail. The surrounding coast and urban centres, including Norwich, Great Yarmouth and Lowestoft, also provide open access and recreational opportunities.
- \* There are more than 11,000 licensed boats using the Broads, most privately owned, ranging from canoes and rowing boats to large motor craft and commercial passenger vessels. The hire boat industry, while experiencing a gradual decline in boat numbers since 2010, remains a significant part of the Broads economy. Diversification and improvements in environmental and quality standards in response to changes in traditional holiday patterns and visitor needs have been crucial to its ongoing survival. Over the past five years, there has been an increasing trend within both hire and private fleets towards bigger boats, particularly motor boats. Sailing for pleasure, including competitive racing, has been part of the way of life in the Broads since the 19<sup>th</sup> century and remains integral to the landscape. Canoeing and rowing are becoming increasingly popular, with the BA boat census recording an increase in small boat movements of around 60% since 2010. All these activities are in keeping with the philosophy of quiet recreation, and they rely on suitable provision of access to and onto the water, shore side facilities and an emphasis on attracting young and new users to waterways activities. Angling is a major contributor to the local and regional economy, and the Broads offers some of the best coarse fishing in England. Key areas of strategic focus in the current Broads Angling Strategy (2013) relate to managing and enhancing fisheries management and ecology, access to the water's edge, information and environmental education, and urban fishery development. However, following significant cuts to the Environment Agency's resources in recent years, it is likely that new sources of support will be needed to take the strategy forward.
- \* Land-based recreation ranges from the passive, such as sitting at a riverside viewing point, to more active pursuits such as walking and cycling, and visiting local amenities and sites of interest. Walking is a particularly popular activity, but is threatened by significant reductions in local authority rights of way and footpath maintenance budgets. The appeal of the local wildlife, notably birds, is seen as highly relevant to boosting visitor demand throughout the year and access to core areas is provided by a range of organisations and individuals. There is a need to balance the potential conflict between visitor activity that could damage fragile habitats or disturb wildlife with the provision of opportunities to access these special places and appreciate their intrinsic value. The lack of visibility of the water and wetland to land-based visitors means some visitors do not experience the true essence of the Broads, and the rivers and extensive drainage channels can mean long diversions to reach crossing points such as bridges and ferries.
- \* Proposals for creating and improving physical access to and around the Broads, linked to destination points, services and sustainable transport, were identified following an audit of existing resources. However, implementing many of these projects, both for moorings and for land access, depends significantly on gaining realistic landowner agreements, and on having sufficient resources to complete the projects and maintain the overall network in the longer term.

## Long-term aim for recreation

The value of the Broads as a place for escape, adventure, enjoyment, inspiration and reflection for people of all ages and abilities is recognised and treasured. The area continues to offer a wide range of high quality, distinctive and memorable activities and events on water and on land, in suitable locations and in harmony with the special status and qualities of the Broads National Park and its communities. The long-standing tradition of boating remains integral to the Broads recreational offer, alongside other popular pursuits of angling, walking, cycling and experiencing the rich natural and cultural assets of this wetland landscape. Year-round tourism is managed at environmentally and socially sustainable levels, contributing to a thriving local economy and secure employment base and meeting green tourism business standards. Physical access on land and between land and water is managed sensitively to maximise the social, educational and health benefits of open space to all, while ensuring the resource itself is not degraded. Where possible, improvements have been made to the network, connectivity and use of access routes, linked to visitor destination points and sustainable transport.

## Aspiration 7 Provide opportunities for distinctive recreational experiences in harmony with the special qualities of the area

Focus: Maintaining and enhancing the integrated physical access network to and around the Broads and between land and water, linked to visitor facilities				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
7.1	Develop and implement schemes to upgrade and improve the network of physical access points and routes, linked to visitor facilities, including access opportunities for people with mobility and sensory needs	<ul style="list-style-type: none"> <li>Audit completed of land access to Broads viewpoints (from moorings to facilities, services and public transport links, and across rivers and to/alongside water) and physical access for people with mobility and sensory needs; new/upgrade projects developed [BA, NCC, SCC, RWSP]</li> </ul>	Partner funding + external funding required	BA IAS targets NCC ROWIP targets
		<ul style="list-style-type: none"> <li>Improved and new small craft launch facilities in place, linked to craft hire points and published trails [BA, boat hire operators]; existing BA 24-hour free mooring network maintained and new moorings/ stopping points (incl. wild/quiet moorings and commercial moorings) in place at priority locations [BA]</li> </ul>	BA + additional resources required	BA Maintenance and Repair Programme /10-yr Repiling Action Plan targets BA IAS targets
		<ul style="list-style-type: none"> <li>County Cycling and Walking Action Plans and initiatives implemented and new /upgraded priority cycle routes and cycle hire provision developed, incl. Three Rivers Way cycle route and Norfolk Trails [NCC, SCC, BA, RSPB/SE]; Improved, safe circular horse riding routes identified, implemented and promoted through County ROWIPs and Broads IAS [NCC, BA]</li> </ul>	NCC, SCC, LAS Partner schemes incl. RSPB Active in Nature Project	NCC ROWIP targets Coastal path sections completed 2020 BA IAS targets RWS

		<ul style="list-style-type: none"> <li>River Wensum Strategy implemented to improve access and facilities to and along-side river (incl. new moorings, small craft launch facilities and footpath improvements linking Norfolk Trails through Norwich to the Broads) [<b>Norwich CC, BA, EA</b>]</li> </ul>		action plan targets
		<ul style="list-style-type: none"> <li>Physical access projects implemented under Broads Landscape Partnership Scheme Programme 2: Exploring the Landscape, incl. landscape/mills trail and access improvements to Weavers Way and Wherryman's Way [<b>Broads LPS Board</b> and LPS delivery partners]</li> </ul>	BA, NCC HLF LPS secured funding	Broads LPS target data for HLF
7.2	Implement measures to improve the network provision of riverside facilities, incl. refuse and recycling services, electric power points, water and pump out	<ul style="list-style-type: none"> <li>Working agreements established and strategic network of refuse and recycling facilities in place across the Broads [<b>BA, LAs</b>, local industry]; network of solar and electric boat charging points maintained and extended [<b>BA</b>]</li> </ul>		
<b>Focus: Coordinating and implementing a year-round programme of activities and events relating to Broads themes, products and places</b>				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators/(targets)
7.3	Maintain, develop and promote a coordinated year-round programme of events and activities to engage visitors and to support local business and community needs	<ul style="list-style-type: none"> <li>Broads presence promoted through year-round calendar of events, incl. Broads Outdoor Festival, Outdoors in the Broads, Walkability, Royal Norfolk Show, community festivals and seasonal events [<b>BT, BA</b>, DMOs, NGOs]</li> </ul>	Partners + external funding required, New Anglia LEP	# and spread of events Visitor attendance at targeted events
		<ul style="list-style-type: none"> <li>Water-based opportunities promoted to land-based recreational users (incl. boat trips and day boat hire) and vice versa (incl. walking and cycling offer); high profile wildlife experience/ cultural heritage/dark skies itineraries, events and packages created and promoted, linking into nearby coastal, city and town visitor offers [<b>BT, BA</b>, HBOs, TBs, WCOs, LAs, NGOs]</li> </ul>	Partners New Anglia LEP	Boat trip numbers; boat usage (census) # new itineraries / packages, # visitors to target sites
		<ul style="list-style-type: none"> <li>Recreational activities implemented under Broads Landscape Partnership Scheme Programmes 1-6, in particular 'Gateways to the Broads' and 'Going the Extra Mile' [<b>Broads LPS Board</b> and LPS delivery partners]</li> </ul>	HLF secured funding	Broads LPS target data for HLF
		<ul style="list-style-type: none"> <li>Secured resources and partnership agreements in place to implement Broads Angling Strategy Action Plan from 2017/18 [<b>EA, BAT, BASG</b>]</li> </ul>	EA + additional resources required	Broads Angling Strategy targets

## G. Raising awareness and understanding

### Context

- \* Tourism drives the economy of the Broads and is a key product in the wider economy of the East of England, bringing nearly £600m to the local economy and supporting more than 7200 FTE jobs. The attraction of the Broads also recognises the significant tourism appeal of its surrounding area, sometimes referred to in marketing terms as the 'area of influence'. This includes the historic city of Norwich, the market towns of Beccles and Bungay in the Southern Broads, the seaside resorts of Great Yarmouth and Lowestoft, and the North Norfolk coast, part of which is designated as an Area of Outstanding Natural Beauty.
- \* The Tourism Strategy for the Broads 2016-20 focuses on developing, managing and promoting high quality, year round sustainable tourism, taking into account the needs of the environment, residents, local businesses and visitors now and in the future. Cuts in public sector budgets will continue to impact on support for tourism marketing, management and infrastructure, and stronger partnership working and engagement of the tourism industry and private sector agencies will be vital in supporting the industry. Recognised issues include a lack of adequate visitor facilities in some areas, inconsistent quality of accommodation and catering, and labour, skills and volunteer shortages. Potential opportunities include a growing public interest in experiences, activities and wellbeing, particularly focused around wildlife, private sector interest in sponsorship, and a growth in domestic and inbound markets.
- \* While the Broads may mean different things to different people, a unifying brand and key messages can help create an overall feeling about the area that captures its essence, places the area in peoples' minds and makes them want to be part of it and care for it. Information and interpretation needs to provide consistent and coordinated messages to strengthen visitor understanding, awareness and enjoyment of the area, both before and during their visit.
- \* The Broads has equivalent status to a National Park under the National Parks and Access to the Countryside Act 1949 but, in addition to the other English and Welsh National Parks' two purposes of conservation and promoting enjoyment, the Broads Authority has a third purpose of protecting the interests of navigation. As such it is defined under a different Act of Parliament to the other Parks and has been known as a 'member of the National Park family'. In 2015, the Broads Authority voted to brand the area as the 'Broads National Park\*' for marketing related purposes to promote more clearly its National Park credentials and special qualities. *\*Nb. The branding decision is currently under legal challenge, and a legal decision is awaited. For the purposes of this stage of the Broads Plan review, and pending the outcome of the judicial review, we refer to the Broads National Park branding.*

### Long-term aim for raising awareness and understanding

The Broads is recognised and celebrated locally, nationally and internationally as a distinctive member of the UK National Parks family, as an expansive, lock-free inland waterway and as one of Europe's finest and most important lowland wetlands. Local tourism businesses take a proactive and coordinated approach to marketing the area within its wider regional, national and international setting. They work together to maintain high quality and environmentally sustainable standards and contribute to visitor awareness of and enthusiasm for the Broads' waterways, heritage, landscapes and wildlife. Clear, consistent and high quality information is readily available in a range of formats and styles to help visitors and local people from all walks of life and of all ages and abilities to understand, respect, enjoy and benefit from the special qualities of the area. The natural, built and cultural heritage and traditions that reflect the character of the Broads are recognised, understood, documented and promoted through a variety of means that make it accessible to all.



**Aspiration 8** Strengthen and promote key messages and tourism offer in keeping with the area's status, special qualities, history and traditions

Focus: Improving and promoting information and interpretation to attract visitors and assist them during their visit				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
8.1	Develop communications activities to boost public appreciation of the special qualities of the Broads	<ul style="list-style-type: none"> <li>Updated, comprehensive visitor destination website (Enjoy the Broads) in place, linked to destination websites at local, regional, national and international level; Integrated, multimedia destination marketing campaigns and events featuring Norfolk, East Anglia, UK waterways and UK National Parks carried out [BA, BT, VNfk, DMOs, BMF, NA LEP]; Broads National Park brand guidelines created and made available* [BA, BT, VNfk, DMOs, BMF, NA LEP] (*pending outcome of judicial review)</li> </ul>	Partner resources + external funding required	Tourism Strategy indicators & targets incl. site usage stats, user feedback, Facebook/Twitter metrics, YouGov data
		<ul style="list-style-type: none"> <li>Improved, actively managed public relations presence in place; Residents' Newsletter created and distributed; Broads Parish Forums and other public engagement processes in place and improved [BA]</li> </ul>	BA	
		<ul style="list-style-type: none"> <li>Cultural heritage interpretation activities implemented under Broads LPS programme 1: Interpreting the Landscape [Broads LPS Board and LPS delivery partners]</li> </ul>	HLF LPS secured funding	Broads LPS target data for HLF
8.2	Enhance positive visitor experiences to the Broads by maintaining and upgrading the range and provision of multimedia and 'point of need' information	<ul style="list-style-type: none"> <li>Broads visitor information presence maintained at Whitlingham, Hoveton and How Hill and strengthened at other visitor hubs, incl. yacht stations, gateways and key sites; Visitor newspaper, trail/location maps, interactive tools, creative projects (e.g. drama, film) developed and made available; Wifi in place at yacht stations and TICs; Availability and range of information on easier accessibility in the Broads improved [BA] [BT, BA, DMOs, TBs, RSPB, NWT, Broads LPS Board and LPS delivery partners];</li> </ul>	Partners	Visitor centre usage  Print distribution numbers  Social media hits/downloads

Focus: Supporting high quality and environmental standards in local tourism offer and strengthening staffing resources and skills				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
8.3	Implement industry-based measures to strengthen the quality and distinctiveness of the Broads tourism offer and develop tourism-related careers and skills training	<ul style="list-style-type: none"> <li>Systems in place to assess and guide quality and environmental sustainability standards and local distinctiveness in local tourism provision, incl. quality assurance certification/ award schemes and visitor feedback sites [BA, BT, TBs, NA LEP]</li> </ul>	Grant funding via BT Marketing Plan Partner funding, NA LEP	Visitor feedback survey data # quality/certification schemes in place
		<ul style="list-style-type: none"> <li>Tailored tourism staff training programmes and events made available through hire boat operators and tourism businesses; Initiatives developed and made available to young people wishing to pursue tourism-related careers [DMOs, BT, TBs, BHBF, NA LEP, BA]</li> </ul>	Business resources NA LEP	Visitor feedback survey data # training courses / # young people entering industry

## H. Supporting, connecting and inspiring people

### Summary of current issues

- \* Supporting spatial development and diversification are essential to strengthening and sustaining the social and economic vitality of the Broads. As the local planning authority, the Broads Authority seeks to improve the quality of the built environment through planning policies that also protect and enhance the area's natural resources, local landscape character, waterways, wildlife and historic environment. Looking ahead, the Broads faces challenges from planned new development and regeneration outside the executive area, as well as changes in the economy, population growth and mobility, agriculture and land use, technology, governance, historic or ongoing neglect, and the impacts of a changing climate.
- \* The ongoing squeeze in public sector finances and sluggish recovery of the national economy is impacting on the Broads as elsewhere. Agriculture, tourism and the leisure marine industry remain significant contributors to the local economy, but are having to diversify and change practices to survive, with implications for the use of buildings and the management of land. The Broads is close to urban areas identified as 'growth locations' within Eastern England<sup>9</sup>. Parts of Norwich, Great Yarmouth and Lowestoft, all key gateways to the Broads, are in significant need of regeneration, and they provide important opportunities to attract and retain investment and support a higher quality of life. The Broads is also a valuable asset for the wider area in terms of opportunities for green infrastructure as a result of new development growth, enhancing the area and helping to manage and divert visitor pressures.
- \* Around 6,350 people live within the Broads executive boundary. Housing supply tends to be fairly static, with house prices considerably higher than in other parts of Norfolk and Suffolk and a high degree of second home ownership and holiday accommodation. As a result, new permanent housing is at a premium and young and newly formed households, particularly those working in low wage industries, often cannot afford to buy on the local housing market. Local planning authority partners have been working on developing policies and projects that support housing need in appropriate locations. The Strategic Housing Market Assessment for Central Norfolk has calculated that 320 new dwellings are needed for the whole of the Broads Authority executive area by 2036, and this will need to be addressed through the emerging Broads Local Plan.
- \* The Vision for English National Parks and the Broads<sup>10</sup> encourages a proactive approach to enabling people to experience and enjoy these areas at first hand. A lack of physical or cultural access, information or simply motivation means many local urban and rural communities feel disconnected from the special landscapes on their doorstep and the opportunities they offers for recreation, learning, health and wellbeing. Accessible, informative and inspirational opportunities are needed to motivate and support people from all walks of life, ages and abilities, particularly children and young people, to 'go the extra mile' and connect, or perhaps reconnect, with their local natural environment.

<sup>9</sup> Strategic Economic Plan, New Anglia LEP, 2014

<sup>10</sup> Vision and Circular for English National Parks and the Broads, Defra, 2010

\* The natural assets of the Broads are a wonderful resource for environmental education, as 'classrooms without walls'. Raising awareness and understanding, particularly among young people, is a key focus in the Government's 8-Point Plan for England's National Parks (2016). While a long-term aim in the last Broads Plan (2011) was that every schoolchild in the Broads executive area should have the chance to experience the area, the Authority and its environmental education partners have been focusing very limited resources where they are likely to have most beneficial impact, particularly for young people who might otherwise not have opportunities to experience the Broads. However, the Broads Authority is committed to seeking opportunities to increase resources for educational work, building on the projects being developed through the Broads Landscape Partnership Scheme.

### Long-term aim for supporting, connecting and inspiring people

Strong planning frameworks and cross-boundary cooperation between local authorities provide vibrant opportunities for economic, social and environmental sustainability, regeneration and diversification in ways that continue to protect and enhance the distinctive character and assets of the Broads and support thriving local communities. People from all walks of life and all ages and abilities, particularly young people, disadvantaged people and people with disabilities, have opportunities to connect or reconnect with the Broads on their doorstep and 'go the extra mile' for recreation, learning, and physical and mental health and wellbeing. Mainstream and extra-curricular educational opportunities make use of the area's natural and cultural assets and inspire and motivate young people as part of lifelong learning. People feel actively involved in making decisions about the future of the Broads, and local communities, businesses and visitors are able to contribute in practical ways to the management and enjoyment of the area. Volunteering provides beneficial opportunities for enjoyment, wellbeing and enhancing life skills and is recognised as a valuable resource in caring for the Broads.

### Aspiration 9 Facilitate development growth within and adjacent to the Broads, while minimising adverse impacts on the area's special qualities

Focus: Supporting sustainable spatial development through policy and cross-boundary cooperation				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
9.1	Update and adopt Broads planning policies and site allocations to support local businesses, community facilities, housing and transport choices	· Broads Local Plan to 2036 adopted, incl. agreed site allocations and response to Broads Objectively Assessed Housing Need, supported by planning pre-application service [BA]; Formal consultation framework, protocol and guidance in operation between prescribed local 'duty to cooperate' bodies [LPAs]	BA, LPAs	NPA planning targets Duty to Cooperate framework principles
		· Appropriate priority locations for improved broadband and mobile phone coverage identified and promoted to influence national network improvement programmes [NCC, SCC, BT]	Schemes: Better Broadband for Norfolk/ Suffolk	BBFN and BBFS programme targets

9.2	Develop comprehensive approach to enhancing sites that are strategically important for their heritage or green infrastructure value	<ul style="list-style-type: none"> <li>Comprehensive site masterplans and potential funding bids developed to support proposals for strategic sites with a significant built, cultural, natural heritage or community green infrastructure value, e.g. How Hill, Whitlingham Country Park, Hoveton Riverside Park <b>[BA, LPAs, HHT]</b></li> </ul>	BA, LPAs, HHT, WCT	Individual site plan targets & indicators
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**Aspiration 10** Strengthen connections between a wide audience, particularly local communities and young people, and the Broads environment

Focus: Developing motivational, participatory initiatives to reconnect local communities and visitors with the Broads environment				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
10.1	Widen the range of proactive and entry level/ 'try it out' activities that support physical and mental health and wellbeing	<ul style="list-style-type: none"> <li>'Try it out' activities implemented under Broads Landscape Partnership Scheme Programmes 1-6, including 'Gateways to the Broads' and 'Go the Extra Mile' <b>[Broads LPS Board and LPS delivery partners]</b> and on offer through community and business initiatives, e.g. 'Paddle for a Pound' <b>[Local groups and businesses]</b></li> </ul>	Broads LPS HLF funded  Local businesses	# events and participants  Broads LPS target data for HLF
		<ul style="list-style-type: none"> <li>Community health and wellbeing initiatives using the Broads natural environment as a resource in place and actively promoted, e.g. Be Well in the Wild <b>[SCC]</b>, Active in Nature <b>[RSPB/SE]</b>, Wild Heart of the Broads <b>[RSPB]</b>, Green Gym <b>[TCV]</b>, Green Care in the Parks <b>[NPE]</b>, workplace/academia initiatives</li> </ul>		# events and participants, NHS wellness statistics
10.2	Offer a flexible range of practical organisation/community-led volunteering programmes, events and training, and establish longer-term succession strategy	<ul style="list-style-type: none"> <li>More flexible and diverse range of volunteering opportunities and associated skills training/ leadership schemes made available; Succession plan in place to maintain longer-term volunteering resource <b>[BA, RSPB, NWT, SWT, VN, TCV, local groups]</b></li> </ul>		NPA volunteer numbers and £ value
		<ul style="list-style-type: none"> <li>Volunteering opportunities implemented under Broads Landscape Partnership Scheme Programme 3D: Broads Young Rangers and 3E: People Engagement <b>[Broads LPS Board and LPS delivery partners]</b></li> </ul>	Broads LPS HLF funded	Broads LPS target data for HLF

10.3	Increase the scope for partnership fundraising and other income generation initiatives to support Broads-themed projects	· Income generation sources supported and promoted, incl. corporate sponsorship, National Park Partnership initiatives, Love the Broads visitor giving scheme, retail sales [BA, Broads Trust, BT, NPE, NA LEP, trusts and charitable bodies]		Love the Broads income/ # business sign ups; New income generation
<b>Focus: Offering inspiring learning opportunities for young people, including those from disadvantaged backgrounds</b>				
Ref	Strategic actions	Key outputs by 2022 / [lead delivery and reporting partners]	Resources	Indicators
10.4	Improve the capacity of the Broads Environmental Education Network (BEEN) to develop and offer Broads-themed formal educational programmes and events to local schoolchildren	· Enhanced range of environmental education schemes, activities and resource tools in place through BEEN partners and mainstream education providers, incl. Broads Curriculum programmes and resources [BEEN partners]	BEEN + education partners	# participants in target schemes
		· Mainstream education opportunities implemented under Broads Landscape Partnership Scheme Programmes [Broads LPS Board and LPS delivery partners]	HLF LPS funding secured	HLF LPS targets
10.5	Develop and run extra-curricular activities and award schemes for young people, including those from disadvantaged backgrounds, focusing on life and work skills training and practical experience	· Outreach programmes, initiatives and motivational incentives in place, incl. John Muir Award programme, Forest Schools and Broads Discovery Days; Programme training delivered for partners [BEEN and other educational partners]; Scope for National Citizen Service (NCS) and similar outreach / award schemes developed through Broads LPS and partnership working [Broads LPS Board, BA through NPE]	BEEN partners and other providers NCS Trust	# participants in target schemes, participant feedback
		· Youth engagement activities implemented under Broads Landscape Partnership Scheme Programmes 3B & 3C: Learning and Future Skills [Broads LPS Board and LPS delivery partners]	HLF LPS funding secured	HLF LPS targets

#### Abbreviations used in actions tables

AINA	Association of Inland Navigation Authorities
AONB	Area of Outstanding Natural Beauty
AW	Anglian Water
BA	Broads Authority
BASG	Broads Angling Strategy Group
BAT	Broads Angling Trust

BBG	Broads Biodiversity Group
BC	British Canoeing
BCP	Broadland Catchment Partnership
BEEN	Broads Environmental Education Network
BEIS	Dept. for Business, Energy & Industrial Strategy
BESL	Broadland Environmental Services Ltd

BHBF	Broads Hire Boat Federation
BIS	Dept. for Business, Innovation & Skills
BMF	British Marine Federation
BRASCA	Broads Reed and Sedge Cutters Association
Broads IAS	Broads Integrated Access Strategy
Broads LPS	Broads Landscape Partnership Scheme
BT	Broads Tourism
CAMS	Catchment Abstraction Management Strategy
CFE	Campaign for the Farmed Environment
CFMP	Catchment Flood Management Plan
CPE	Coastal Partnership East
CS	Countryside Stewardship
CSF	Catchment Sensitive Farming
DMO	Destination Management Organisation
EA	Environment Agency
ESW	Essex & Suffolk Water
FE	Further Education
FWAG	Farming & Wildlife Advisory Group
GYBC	Great Yarmouth Borough Council
HBO	Hire Boat Operators
HE	Historic England
HHT	How Hill Trust
HLF	Heritage Lottery Fund
IDB	Internal Drainage Board
LA/ LPA	Local Authority / Local Planning Authority
MMO	Marine Management Organisation
NA LEP	New Anglia Local Enterprise Partnership
NBIS	Norfolk Biodiversity Information Service
NC / SC	Norfolk Constabulary / Suffolk Constabulary
NCC	Norfolk County Council
NCS	National Citizen Service
NE	Natural England
NGO	Non-Governmental Organisation
NGP	Norfolk Geodiversity Partnership

NNNSI	Norfolk Non-Native Species Initiative
Norwich CC	Norwich City Council
NP/ NPA	National Park / National Park Authority
NPE	National Parks England
NR	Network Rail
NRF / SRF	Norfolk Resilience Forum / Suffolk Resilience Forum
NRT	Norfolk Rivers Trust
NSBA	Norfolk and Suffolk Boating Association
NSPG	Norfolk Strategic Planners Group
NWSF	Norfolk Water Safety Forum
NWT	Norfolk Wildlife Trust
RDPE	Rural Development Programme for England
RWSP	River Wensum Strategy Partnership
SAC	Special Area of Conservation
SCC	Suffolk County Council
SE	Sport England
SMP	Shoreline Management Plan
SNC	South Norfolk Council
SSSI	Site of Special Scientific Interest
SWMP	Surface Water Management Plan
SWT	Suffolk Wildlife Trust
TBs	Tourism businesses
TCV	The Conservation Volunteers
UEA	University of East Anglia
VN	Voluntary Norfolk
VNfk	Visit Norfolk
WCO	Wildlife, heritage and conservation bodies
WFD	Water Framework Directive
WSF	Water Sensitive Farming

## Broads Plan partners

A wide number of organisations, groups and individuals contribute to the planning and delivery of actions in the Broads Plan, including those listed below.

**Anglian Water** provides a water supply to much of the Broadland catchment and sewerage services throughout the catchment.

The **Broadland Catchment Partnership** aims to improve the water environment and provide wider benefits for people and nature through a coordinated catchment-based approach. The BCP is co-hosted by the Broads Authority and Norfolk Rivers Trust. Partners include Anglian Water, Environment Agency, Essex & Suffolk Water, NFU, Natural England, Norfolk County Council, Norfolk FWAG, Norfolk Wildlife Trust, River Waveney Trust, RSPB, Rivers Trust, Suffolk County Council, Suffolk FWAG, Suffolk Wildlife Trust, UEA and Water Management Alliance.

The **Broads Authority** has a statutory duty to conserve the natural and cultural heritage of the Broads, promote its understanding and enjoyment, and protect the interests of navigation. It is the local planning authority and a harbour and navigation authority. (Also see section 1.2)

The **Broads Climate Partnership** is a high-level forum to coordinate debate about climate change and sea level rise issues and response options in the Broads. Its members include the Broads Authority, Environment Agency, Natural England, National Farmers Union, local authorities and the University of East Anglia.

The **Broads Environmental Education Network (BEEN)** involves around 40 organisations including education bodies, charities, businesses and visitor attractions, all with a common goal to improve people's understanding of the Broads. It supports the development of 'Broads Curriculum' online education packages for schools.

The **Broads Forum** acts as a reference group for advice and comment on strategic aims and objectives for the Broads. It promotes closer liaison and understanding between various bodies and organisations with an interest in the Broads and its wider catchment. (See membership list below).

The **Broads Local Access Forum** is a semi-independent body established under the Countryside and Rights of Way Act. It advises on improving and promoting public access to land

within the Broads and adjacent parts of Norfolk and Suffolk.

**Broads Tourism** acts as a forum for local tourism businesses. It aims to promote the Broads as a high quality, 'green' visitor destination through quality standards, staff training and clear, coordinated messages defining the area's status and special qualities.

**District Councils:** The Broads Executive Area straddles six District Council areas: **Broadland, Great Yarmouth, North Norfolk, Norwich, South Norfolk** and **Waveney**. The councils provide a range of community services including housing, planning, and waste collection and recycling. The coastal councils are also coastal erosion risk management authorities.

The **Environment Agency** is responsible for major industry and waste regulation, treatment of contaminated land, water quality and resources, fisheries, inland navigations, and conservation and ecology. It is also responsible for managing flood risk from main rivers, reservoirs, estuaries and the sea.

**Essex & Suffolk Water** supplies water to parts of the south and east of the Broads catchment.

The **Greater Norwich Development Partnership** involves Broadland, Norwich and South Norfolk councils working together on a Joint Core Strategy (JCS), setting out a long-term vision and development objectives for the area. The Broads Authority executive area extends into the JCS area and must be regarded in that strategy.

**Historic England** is a public body offering expert advice on heritage issues and promoting the wider conservation of the historic environment. English Heritage, as a new independent charity, oversees the National Heritage Collection of historic properties.

**Internal Drainage Boards** are independent public bodies responsible for managing water levels in low-lying areas. As the district land drainage authorities, IDBs supervise land drainage and flood defence works on ordinary watercourses.



**Lead Local Flood Authorities** manage the risk of flooding from surface water, groundwater and ordinary watercourses and lead on community recovery. Norfolk County Council and Suffolk County Council are LLFAs.

The **National Farmers Union** champions British farming and provides professional representation and services to its farmer and grower members. 'Why Farming Matters to the Broads' sets out an NFU vision to support and encourage a sustainable future for the Broads.

The **National Trust** is a charity working to preserve and protect historic places and spaces. It is one of the UK's largest landowners and owner of a large number of heritage properties, including historic houses and gardens, industrial monuments, and social history sites.

**Natural England** aims to enhance England's wildlife and landscapes and maximise the benefits they bring to the public. It focuses on agri-environment land management, habitat and landscape conservation, coastal public access and National Trails, and conservation designation.

**New Anglia Local Enterprise Partnership** works with businesses and public sector partners to help grow jobs in Norfolk and Suffolk. The two counties are global leaders in life sciences, food and agriculture and the 'all energy' sector. The LEP is also the Government's Green Economy Pathfinder leader.

The **Norfolk Biodiversity Partnership** has a shared vision for the conservation, enhancement and restoration of the county's biological diversity. Linked to this is the **Broads Biodiversity Group**, which focuses on nature conservation management, policy and strategy in the Broads area.

The **Norfolk Coast Partnership** and the **Suffolk Coast & Heaths AONB Partnership** are designated as outstanding landscapes whose distinctive character and natural beauty are so precious that it is in the nation's interest to safeguard them. Part of the Norfolk Coast AONB overlaps with the Broads Authority executive area.

**Norfolk County Council** and **Suffolk County Council** are responsible for a wide range of public services in their respective counties including social care, public safety, roads and transport, education, environment and waste management. As highway authorities, their responsibilities include public rights of way for the Broads.

The **Norfolk Geodiversity Partnership** records, conserves and promotes appreciation of the county's geological and geomorphological diversity, through the Norfolk Geodiversity Action Plan.

**Norfolk Wildlife Trust** and **Suffolk Wildlife Trust** are charities working to protect and enhance county wildlife and wild places including reserves, and promote environmental education. Norfolk Wildlife Trust is the oldest Wildlife Trust in the country.

**Parish councils:** There are 91 parish councils partly within the Broads Authority executive area. They are the level of government closest to the community, representing local interests, delivering services to meet local needs and working to improve community life and wellbeing.

The **RSPB** is Europe's largest nature conservation charity. It works across the UK to protect special places for wildlife, save species from extinction and create opportunities for people to experience and help protect wildlife and nature. It does this through its network of nature reserves, land management on third party sites, promoting environmentally policies and principles, and environmental campaigns and education.

**Wild Anglia Local Nature Partnership** aims to enhance the natural environment of Norfolk and Suffolk through effective partnership working with business and communities.

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**The following interests are represented on the Broads Forum** ([www.broads-authority.gov.uk/broads-authority/committees/broads-forum](http://www.broads-authority.gov.uk/broads-authority/committees/broads-forum))

Association of Inland Drainage Authorities  
Barton Turf Adventure Centre  
British Association for Shooting and Conservation  
British Rowing  
British Water Ski Federation  
Broads Angling Strategy Group  
Broads Hire Boat Federation  
Broads Local Access Forum  
Broads Reed and Sedge Cutters Association  
Broads Society  
Broads Tourism  
Canoe England  
Country Landowners Association  
East Anglian Waterways Association  
Eastern Region Rowing Council  
Eastern Rivers Ski Club

Easton College  
Friends of the Earth  
Horstead Centre  
How Hill Trust  
Inland Waterways Association  
Museum of the Broads  
Nancy Oldfield Trust  
National Farmers Union  
National Trust  
Norfolk and Suffolk Boating Association  
Norfolk Archaeological Trust  
Norfolk Association of Local Councils  
Norfolk Heritage Fleet Trust  
Norfolk Schools Sailing Association  
Norfolk Wherry Trust  
Norfolk Wildlife Trust  
Norfolk Windmills Trust  
Oulton Broad Sports Centre  
Oulton Broad Users Enterprise  
Ramblers Association  
Royal Yachting Association  
RSPB  
Sport England  
Suffolk Association of Local Councils  
Suffolk Wildlife Trust  
Sustrans  
The Conservation Volunteers  
Visit East Anglia  
Visit Norfolk  
Visit Norwich  
Where to go in North Norfolk  
Wherry Yacht Charter Charitable Trust  
Yare Users Association

## State of the Park monitoring

State of the Park monitoring provides a snapshot of changes in a protected area over time. The dataset in Table 3 will help inform the planning, delivery and review of the Broads Plan and related strategic plans, programmes and policies. We also have the advantage of the Broads National Character Area profile<sup>11</sup>, which encompasses almost all of the Broads Authority executive area as well as a wider area of influence. Natural England's aim is to refresh and update the NCA periodically as new information becomes available to them.

**Consultation note:** A confirmed State of the Park indicator set is in the process of being agreed with partners, to ensure data is relevant, up-to-date and collected regularly.

Table 3: **(Draft)** State of the Park dataset

Ref	Indicators (for BA executive area unless stated otherwise)	Status	Date	Source
	(a) % length of water courses with 'high' or 'good' ecological status (b) % of water courses with 'moderate' ecological status & catchment data	(a) 19% (b) 74.2%	2016	MEOP (NE)
	Water levels and availability: Number of units in CAMS 'water not available' category in Broadland catchment			EA
	Flood risk/incident indicator - tbc			
	Pollution incidents	various	annual	EA
	(a) % of SSSI Land in 'favourable' condition (b) % of SSSI Land in 'unfavourable but recovering' condition	(a) 63% (b) 28%	2016	MEOP (NE)
	% land under environmental stewardship: (i) as % of BA Exec Area (ii) as % of Utilisable Agricultural Area within BA exec area			NE
	Key species and assemblages of species- tbc • UK BAP priority habitat – area (ha) and % of NCA • Number of priority non-native invasive species ('big six' species)			
	Navigation: Depth of rivers and water bodies (compliance with agreed specifications)			BA
	% of protected landscape that is relatively tranquil for its area			CPRE
	(a) Number of Listed Buildings 'at risk' conserved [and total number of LBs 'at risk'] (b) Number of Scheduled Monuments 'at high or medium risk' conserved [and total number of SMs 'at high or medium risk']	(a) 3 [26] (b) 1 [1]	3-yr average to 2016	HE, BA

<sup>11</sup> Natural Character Area profile: 80. The Broads, Natural England, 2015

Ref	Indicators (for BA executive area unless stated otherwise)	Status	Date	Source
	Tourism sector: (Broads Area of Influence) (a) Visitor numbers; (b) Visitor spend; (c) Economic impact; (d) Jobs dependent	(a) 7.8m; (b) £438m; (c) £594m; (d) 7660	2014	STEAM
	Social media metrics: Enjoy the Broads website, Facebook, Twitter feeds; Annual take up of Broadcaster			BA
	Number of registered boats on the Broads: (a) hire (b) private by category (size/type)			BA
	Total length of footpaths and other rights of way; % that were easy to use by the public	344km; 75%	2016	BA, NCC, SCC
	Length of frontage provided for public short-term/overnight mooring owned/operated by the Broads Authority			BA
	Value of volunteer days organised or supported by the Broads Authority	£185,250	2016	BA
	BA planning permissions: Number of new dwellings, incl. new affordable housing; Net business floor space			BA

Abbreviations used in Table 3

BA	Broads Authority
CPRE	Campaign to Protect Rural England
EA	Environment Agency
HE	Historic England
MEOP	Monitoring Environmental Outcomes in Protected Landscapes
NCC	Norfolk County Council
NE	Natural England
SCC	Suffolk County Council
STEAM	Scarborough Tourism Economic Activity Monitor

(End of draft document)