

Strategic Direction
Report by Chief Executive

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

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

1 Progress on Strategic Priorities 2016/17

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

Background papers: None

Author: Maria Conti

Date of report: 14 September 2016

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: Strategic Priorities 2016/17

Strategic Priorities 2016/17

1. Broads Plan Review

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

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

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

3. Hickling Broad Enhancement Project

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

4. Promoting the Broads




Produce and implement Broads National Park branding guidelines.


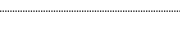




5. Stakeholder Action Plan


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








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

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

Broads Authority strategic priorities 2016/17					
	Project	Milestones	Progress	Status	Contact
1	Broads Plan review	Consult on revised draft Broads Plan 2017 by end Jul-October 2016 (min. 8 weeks' consultation) Adopt final plan Mar 2017; implement Apr 2017	Revised draft Broads Plan on today's agenda.		Maria Conti
2	Broads Landscape Partnership Scheme: Water, Mills and Marshes	Hold 'drop in' events in Apr/May/Nov 2016 in Landscape Partnership Scheme area Hold partner/stakeholder LPS events by end Jul 2016	LPS Project Manager met with Northern Parishes Group (Somerleyton, Blundeston, Oulton, Hopton, Herringfleet, Flixton and Carlton Colville). Partner and stakeholder workshop held on 26 July in Acle, with 60 attendees. Further stakeholder engagement planned for coming months. Development work on 42 projects to be delivered by LPS progressing well and under budget. Second round project initiation documents due back from all project managers by 1 st October.		Will Burchnall
		Landscape Conservation Action Plan (LCAP): <ul style="list-style-type: none">• Submit draft LCAP to LPS Board by end Nov 2016• Carry out LCAP consultation: Dec 2016/ Jan 2017• Submit final draft LCAP to LPS Board: Mar 2017• Submit LCAP and second stage HLF app by May 2017	Landscape Character Assessment in draft stage, awaiting design guidance from BA Comms team. Consultant-led development work progressing well; Initial work completed, draft reports being produced for September. Further work planned to investigate opportunities and gaps identified by consultants. LCAP structure set out, first draft of LCAP underway. Content to be finalised once LCA, consultancy and second round project initiation documents received.		

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3	Hickling Broad Enhancement Project	Submit planning application for Stage 2 in Apr 2016	Application submitted. Site visit held with Navigation Committee and Planning Committee site took place. Planning permission was granted for stage 2 on 19 August 2016.		Trudi Wakelin
		Start Phase 2 construction in Nov 2016	Detailed design work underway.		
		Develop full funding application for CANAPE project by Jan 2017	Response to Expression of Interest expected at end of Sept 2016.		
4	Promoting the Broads	Review outcome of Judicial Review in Apr 2016	Broads Tourism Marketing Group established. Review of marketing assets completed and new marketing collateral proposed, titled Visit the Broads National Park and featuring national park logo and branding. National park branding guidelines developed for Broads Tourism executive approval. Management Forum agreed on branding on uniform. Comprehensive branding strategy for BA awaiting outcome of court decision.		Lorna Marsh
5	Stakeholder Action Plan	Send regular updates from Chief Executive to Parish Clerks and other stakeholder groups	Regular Chief Executive updates established and well received with good feedback from parish clerks. Formal branding of these updates delayed but in development. Annual report content to be repurposed and reformatted as residents' newsletter in addition to the report.		Lorna Marsh
		Hold min x2 issue/project focused area Parish Forums: <ul style="list-style-type: none"> • Waveney/Yare in Apr/May and Nov 2016 - Landscape Partnership Scheme (LPS) • Ant/Bure or Thurne/Bure in Sept/Oct 2016 (Hickling project or flood risk management strategy) 	Full Parish Forum not held but LPS Project Manager met with Northern Parishes in Suffolk part of LPS area (see priority #2). LPS Forum to be held in early 2017 once LCAP further advanced and consultant work has reported.		Maria Conti/ Will Burchnall

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		Provide updates on activities to promote area to Broads Tourism and to BA as part of biannual Broads Plan/ BA strategic priorities reporting	BA strategic priorities updates provided. Broads Tourism updates linked to Tourism Strategy Annual Action Plan reported via Broads Tourism Marketing Group to monthly Broads Tourism executive meetings.		Lorna Marsh
6	Integrated flood risk management and 'climate-smart' communities	Report on outcome of EA review to Broads Forum and BA by Autumn 2016	Draft document to Oct meeting of Broads Climate Partnership. Developing plans to share document through Nov meeting of Broads Forum.		Simon Hooton
		Identify next steps to engage public on flood risk management and saline incursion issues - by Dec 2016			
		Report on engagement and adaptation planning process to Broads Forum and BA - Autumn 2016 and Spring 2017	Pilot project in Broadland to build in climate adaptation to community resilience planning – Community day 1 st Oct 2016.		
		Establish core group and prepare external funding bid for climate interpretation in protected landscapes. Submit bid by end 2016.	Revised framework agreed by pilot protected landscapes. Starting process of seeking resources to implement.		

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